

EXHIBIT 132

Patricia Higgins

September 10, 2009

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Page 1

UNITED STATES PATENT AND TRADEMARK OFFICE

TRADEMARK TRIAL AND APPEAL BOARD

SWATCH, S.A.,

Opposer,

Opposition No.

vs.

91169312

AMY T. BERNARD and BEEHIVE

WHOLESALE, LLC,

Applicants.

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DEPOSITION OF PATRICIA HIGGINS

Thursday, September 10, 2009

9:30 a.m.

Reported by:

Joan Urzia

Patricia Higgins

September 10, 2009

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September 10, 2009
9:30 a.m.
New York, New York

Confidential Deposition of
PATRICIA HIGGINS, held at the offices of
Esquire Brown & Gallo, One Penn Plaza, New
York, New York, pursuant to Notice, before
Joan Urzia, a Notary Public of the State of
New York.

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A P P E A R A N C E S:

COLLEN IP

Attorneys for Opposer

The Holyoke-Manhattan Building

80 South Highland Avenue

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Westchester County, New York 10562

BY: THOMAS P. GULICK, ESQ.

JESS M. COLLEN, ESQ.

OLIFF & BERRIDGE, PLC

Attorneys for Applicants

277 South Washington Street

Suite 500

Alexandria, Virginia 22314

BY: WILLIAM J. UTERMOHLEN, ESQ.

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3 IT IS HEREBY STIPULATED AND
4 AGREED, by and between the attorneys
5 for the respective parties herein, that
6 filing and sealing be and the same are
7 hereby waived.

8 IT IS FURTHER STIPULATED AND
9 AGREED that all objections, except as
10 to the form of the question, shall be
11 reserved to the time of the trial.

12 IT IS FURTHER STIPULATED AND
13 AGREED that the within deposition may
14 be sworn to and signed before any
15 officer authorized to administer an
16 oath, with the same force and effect as
17 if signed and sworn to before the
18 Court.
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2 P A T R I C I A H I G G I N S ,

3 called as a witness, having been duly
4 sworn by a Notary Public, was examined
5 and testified as follows:

6 MR. UTERMOHLEN: Let me just
7 state for the record that as we did
8 with Mr. Rodriguez's deposition, we'll
9 participate and cross-examine under
10 protest.

11 We sought a 30(b)(6) deposition
12 of Swatch S.A. and that wasn't
13 provided, and to the extent that
14 Ms. Higgins covers topics that are
15 within that scope and also if there is
16 any other issues that arise, then we
17 are participating under protest.

18 MR. GULICK: As to that
19 objection, I just want to state for
20 the record that this issue was decided
21 in an order from March of 2008 as to
22 the deposition, the 30(b)(6)
23 deposition of the Swatch Group --

24 MR. UTERMOHLEN: I don't think
25 they actually resolved it, but that's

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2 obviously something we can take up
3 later if we need to.

4 EXAMINATION BY

5 MR. GULICK:

6 Q. Can you state your name and
7 address for the record.

8 A. Patricia Higgins, 11 East 29th
9 Street, Apartment 28A, New York, New York
10 10016.

11 Q. Where are you employed?

12 A. Swatch Group U.S.

13 Q. Can you tell me where that is
14 located, Swatch Group U.S.?

15 A. Weehawken, 1200 Harbor Boulevard
16 in Weehawken, New Jersey.

17 Q. Can you tell me your title at
18 Swatch Group U.S.?

19 A. Brand manager, Swatch.

20 Q. And what are your duties and
21 responsibilities as the brand manager?

22 A. I'm in charge of the Swatch brand
23 in the United States for distribution of
24 Swatch watches and jewelry.

25 Q. And how long have you held this

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2 position?

3 A. Since September 25, 2005.

4 Q. Did you hold any other previous
5 positions in the Swatch Group U.S.?

6 A. No.

7 Q. As part of the responsibilities
8 as the brand manager, do you review
9 documents relating to the Swatch watches?

10 A. Yes.

11 Q. Can you explain what type of
12 documents you would review?

13 A. Financial statements, profit and
14 loss, distribution, POS, a number of POSs,
15 everything.

16 Q. And would these also include
17 documents that would be in existence prior
18 to your employment in 2005?

19 A. Yes.

20 Q. Can you tell me about
21 approximately how far back that would go?

22 A. Documents --

23 MR. UTERMOHLEN: Objection.

24 Vague.

25 A. Sorry, could you rephrase that?

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2 Q. Can you tell me -- we just talked
3 about historical documents.

4 A. Right.

5 Q. About about how far back
6 documents --

7 A. That I'm aware of?

8 Q. That you're aware of.

9 A. 2001, yeah.

10 Q. Can you tell me what goods are
11 sold under the Swatch mark?

12 A. Watches and jewelry.

13 Q. Specifically what types of
14 jewelry?

15 A. We have, it's costume jewelry,
16 it's stainless steel and Swarovski
17 crystal -- actually, I have a piece on --
18 earrings, necklaces, bracelets.

19 Q. What channels do you sell the
20 Swatch product?

21 A. We have three channels.
22 Corporate-owned stores. There's 40 retail
23 corporate-owned stores. We have over 230
24 wholesale doors, independent retailers,
25 department stores, and an eCommerce

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2 division.

3 Q. And when you say eCommerce, what
4 does that refer to?

5 A. That is, we're selling online.
6 The United States has a U.S. site where we
7 sell the watches to just United States,
8 people in the United States. We do not
9 sell outside the United States.

10 Q. The 40 stores that you have, are
11 those also located nationwide?

12 A. Yes, uh-huh.

13 Q. And the 230 doors are also within
14 the U.S.?

15 A. U.S. and Caribbean.

16 (Higgins Exhibit 1, Points of
17 distribution breakdown, marked for
18 identification, as of this date.)

19 BY MR. GULICK:

20 Q. I'd ask that you just take a
21 minute to review the document.

22 Do you recognize this document?

23 A. Yes.

24 Q. Can you explain what it is?

25 A. It's just a breakdown of our POS,

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2 our points of distribution in the United
3 States and shows how many units we sell per
4 distribution channel.

5 Q. Okay.

6 Where do you, which channel do
7 you primarily sell Swatch products from?

8 A. 65 percent of our business is our
9 corporate owned retail stores. 35 would be
10 our wholesale, third-party vendors, and
11 about 5 percent of it is eCommerce
12 business.

13 Q. So this particular document would
14 reflect that information?

15 A. Yes, absolutely.

16 Q. So corporate mega stores, for
17 instance, would be --

18 A. Well, they separate the Times
19 Square flagship from the retail stores,
20 it's kind of its own identity.

21 Q. And corporate stores?

22 A. Is the other 39 stores, yes.

23 Q. Okay.

24 And then commission stores?

25 A. Yes, those are simply independent

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2 retailers, the watch and jewelry, gift
3 stores and so forth.

4 Q. And department stores as well is
5 another breakdown?

6 A. Yes, the department stores is
7 Nordstrom's, we sell to 105 Nordstrom's in
8 the United States.

9 Q. Okay.

10 There is also a line about --

11 MR. UTERMOHLEN: Let me just note
12 that to the extent there is reliance
13 on this exhibit or any like it, we
14 will object for lack of foundation and
15 hearsay.

16 BY MR. GULICK:

17 Q. You'll notice three-quarters of
18 the way down the page there is mention of
19 travel retail.

20 A. Yes.

21 Q. Okay.

22 And is that another avenue that
23 you use?

24 A. Uh-huh.

25 Q. Would that be considered under

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2 the third-party vendors?

3 A. Absolutely, yes. They're
4 basically airport and duty free.

5 Q. Okay.

6 And can you also tell me which
7 years this would cover?

8 A. This particular document?

9 Q. Yes.

10 A. This particular document is
11 before my arrival of 2002 distributions,
12 so --

13 Q. Okay.

14 A. So 2008 is, might be a little
15 different, current.

16 Q. And would this be the type of
17 document that someone would prepare for
18 you, or you prepare?

19 A. Yes, my sales analysis prepares
20 this for me.

21 Q. Okay.

22 And it's done on a yearly basis?

23 A. Quarterly.

24 Q. You've seen this particular
25 document in the past?

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2 A. Yes, uh-huh.

3 Q. Does this document in any way
4 reflect the total number of units that were
5 sold for Swatch products?

6 A. Of this particular year, yes.

7 Q. Okay.

8 Could you tell me where that
9 would be or what those numbers would be?

10 A. The total for 2002?

11 Q. Yes.

12 A. Well, I'm not too -- we've
13 actually changed this document over the
14 years, so this is a little bit dated.

15 Q. Okay.

16 A. So I can't give you an exact
17 figure of how much we sold in 2002 in
18 units.

19 Q. Okay.

20 Previously you had mentioned you
21 use third-party retailers. I'll ask you to
22 take a look at this particular document.

23 (Higgins Exhibit 2, Third-party
24 wholesale distribution breakdown,
25 marked for identification, as of this

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2 date.)

3 MR. UTERMOHLEN: For the record,
4 we have the same objection of lack of
5 foundation and hearsay for this
6 document.

7 MR. COLLEN: But she hasn't
8 testified yet.

9 MR. UTERMOHLEN: I know, but if
10 you introduce the document, you rely
11 on it, we want to let you know that
12 those are our objections.

13 BY MR. GULICK:

14 Q. Do you recognize this particular
15 document?

16 A. Yes.

17 Q. Okay.

18 Can you explain what it is?

19 A. Again, it's another breakdown,
20 more detail with addresses of our
21 third-party wholesale distribution.

22 Q. And is this a list that would
23 normally be kept in the ordinary course of
24 business at Swatch?

25 A. Yes, we have a running list

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2 always, yes.

3 Q. Just going back for a second.

4 A. Sure.

5 Q. Would the same be true of Exhibit
6 1 as well?

7 A. Yes. These have been, again
8 they've been revised over the years, but
9 absolutely there is our form, our
10 breakdown.

11 Q. Okay.

12 A. We supply this for our budgets
13 every year. This is the -- yes.

14 Q. Can you tell me roughly how many
15 third-party locations that Swatch has sold
16 in?

17 A. Yes, exactly 230 doors.

18 (Higgins Exhibit 3, Joint venture
19 document Torneau and the Swatch Group,
20 marked for identification, as of this
21 date.)

22 Q. I want to show you Exhibit 3 and
23 just ask you to take a look.

24 Do you recognize that particular
25 document?

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2 A. Yes.

3 Q. Can you explain what it is?

4 A. It is a recent joint venture made
5 between Torneau and the Swatch Group for us
6 to work together on outlets, Torneau outlet
7 stores.

8 Q. Are they currently available in
9 Torneau outlet stores, Swatch products?

10 A. Yes, three of them; in Texas,
11 California and Florida.

12 MR. UTERMOHLEN: Tom, I hate to
13 keep interrupting, but again, as to
14 this exhibit, we have the same
15 objections of hearsay and lack of
16 foundation. If you want me to not
17 interrupt, you can just give me a
18 standing objection to all the exhibits
19 that way.

20 MR. GULICK: If there are ones
21 that you have particular objections
22 to, you can make your objections.

23 MR. UTERMOHLEN: All right.

24 BY MR. GULICK:

25 Q. Where would a document like this

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2 be kept at your company?

3 A. At our legal department.

4 Q. Okay.

5 And do you have access to these
6 particular documents?

7 A. If I need to, yes.

8 Q. Okay.

9 One of the channels that you had
10 mentioned previously was eCommerce. Are
11 Swatch jewelry and watches both sold on the
12 internet?

13 A. Yes.

14 Q. Are you familiar with the Swatch
15 website?

16 A. Very much so.

17 Q. Can you tell me where the Swatch
18 website is located?

19 A. Well, it's an eStore, so you can
20 say Weehawken, but it's....out there.

21 Q. But the domain name where it's
22 located?

23 A. Oh, Store.Swatch.com.

24 (Higgins Exhibit 4, Watch home
25 page, marked for identification, as of

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2 this date.)

3 BY MR. GULICK:

4 Q. I'd just ask you to take a moment
5 to review the document.

6 Can you tell me what that
7 particular document is?

8 A. It's our watch home page.

9 Q. Okay.

10 A. Separated by category.

11 Q. Actually, can you describe for me
12 the categories of Swatch watches?

13 A. Yes. The main categories are the
14 original plastic that we all know, Swatch.
15 We have the Skin, which is the very thin
16 watch. The More bracelet watch. We have a
17 chronograph, and that's about the three big
18 categories.

19 Q. I would ask you to take a look on
20 the very first page immediately to your
21 left, there is a picture of a watch there.

22 Would this be a watch that's sold
23 by Swatch?

24 A. Yes.

25 Q. Okay.

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2 And is this particular band a
3 band that would be sold by Swatch as well?

4 A. Absolutely.

5 Q. Do you sell watch bands separate
6 from watch faces?

7 A. Yes.

8 Q. Can you tell me how many you've
9 sold, let's say, in the previous year?

10 MR. UTERMOHLEN: Objection.

11 Vague.

12 A. Over 65,000.

13 Q. Do you sell accessories under the
14 Swatch mark as well?

15 A. Accessories as far as?

16 Q. As far as watches.

17 A. Accessories you would call it as
18 straps and batteries.

19 Q. Are these straps sold over the
20 internet?

21 A. Yes.

22 Q. I'd ask you to take a look at
23 Exhibit 5.

24 (Higgins Exhibit 5, Strap icon,
25 marked for identification, as of this

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2 date.)

3 BY MR. GULICK:

4 Q. Can you please tell me what that
5 document is?

6 A. It is the strap icon, I call it
7 icon, where customers can just go in and
8 choose a strap.

9 Q. I'm sorry, just as a preface, can
10 you tell me where this particular document
11 would be located?

12 A. Oh, I'm sorry, it's on the
13 eCommerce site, it's a section of the
14 eCommerce site, yes.

15 Q. Can you give me some examples of
16 third-party retailers besides the
17 department store that you had already
18 mentioned where Swatch goods were sold?

19 A. We sell in duty free travel
20 stores, multi-brand, I don't know if you
21 call it gift or jewelry stores, that's
22 basically it. Besides the big department
23 stores, that's it.

24 Q. And are these stores part of your
25 responsibility in your role as brand

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2 manager?

3 A. Yes.

4 Q. Is the internet part of, the
5 internet part of what you manage as the
6 brand manager?

7 A. Yes.

8 Q. And are the Swatch stores part of
9 what you manage?

10 A. Yes.

11 Q. Are you also in charge of the
12 number of sales of the Swatch products in
13 the U.S.?

14 A. Yes.

15 REDACTED

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REDACTED

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23 Q. Okay.

24 Of end user sales, I'd like this

25 marked as Exhibit 7.

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2 (Higgins Exhibit 7, Swatch USA
3 sales, marked for identification, as
4 of this date.)

5 MR. UTERMOHLEN: We have the same
6 objections.

7 BY MR. GULICK:

8 Q. I'd ask that you just review the
9 document.

10 Have you seen this document
11 before?

12 A. Yes.

13 Q. Okay.

14 Can you tell me what it is?

15 A. This is the Swatch USA sales.

16 Q. Okay.

17 And are the sales broken down?

18 A. No, it's all, it's just broken
19 down by watch and jewelry only, not by
20 point of distribution. However, I believe
21 this is in Swiss francs.

22 Q. Okay.

23 Can you tell me, is this
24 something kept in the ordinary course of
25 your business?

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2 A. This particular document, no.

3 Q. Okay.

4 Would these numbers be, to your
5 knowledge, accurate as to the number of
6 sales in the U.S.?

7 A. Yes.

8 MR. UTERMOHLEN: Objection. Lack
9 of foundation.

10 BY MR. GULICK:

11 Q. Are you aware of the number of
12 sales in the U.S.?

13 A. Yes, yes.

14 Q. And this is broken down into two
15 parts. I notice there's one that says
16 Swatch and one that says Bijoux?

17 A. Uh-huh.

18 Q. Would that be a breakdown between
19 the difference between watches and jewelry?

20 A. Absolutely.

21 Q. Also, there is a notation at the
22 top for the number of units that had been
23 sold?

24 A. Uh-huh.

25 Q. So this particular document is

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2 broken down into different parts between
3 units, so this is -- if you look at the
4 first column, it's the total number of
5 units of Swatch products that were sold in
6 the U.S.?

7 A. Uh-huh.

8 Q. And then the second line would be
9 the actual amount of money for the goods
10 that were sold?

11 A. Yes, the first part is units,
12 second is value.

13 Q. Okay.

14 And you had mentioned that these
15 are probably in Swiss francs?

16 A. Yes, look like it.

17 Q. Further down, there is a
18 breakdown of, another breakdown.

19 Have you seen this breakdown
20 before?

21 A. This is not part of my
22 responsibility worldwide sales.

23 Q. Okay.

24 But you are familiar with the
25 U.S. sales?

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2 A. Absolutely.

3 Q. Can we go back to that?

4 A. Yes.

5 REDACTED

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20 MR. UTERMOHLEN: Let me just note
21 that we object to all questions about
22 this exhibit, whether calling for a
23 substantive number off the exhibit or
24 otherwise, for lack of foundation and
25 hearsay.

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2 BY MR. GULICK:

3 Q. Would this particular document
4 reflect your knowledge as to the U.S.
5 sales?

6 A. Yes, the top part, yes.

7 Q. Okay.

8 And the same would be true for
9 the amount of money?

10 A. Yes.

11 Q. Okay.

12 REDACTED

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1 **REDACTED**

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3 Q. Okay.

4 And could you tell me, would you
5 know what they would be in U.S. dollars?

6 A. Oh, I'm sorry, I just quoted U.S.
7 dollars.

8 Q. Oh, okay, I want to make that
9 clear.

10 A. I don't know what the exchange
11 rate was at this time.

12 Q. Okay. Don't worry about the
13 particular document in front of you. Let's
14 just talk about what you know from your
15 responsibilities as the brand manager.

16 **REDACTED**

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8 Q. And is this an integral part of
9 your job, knowing the sales figures?

10 A. Yes, yes.

11 Q. In units and in dollars?

12 A. Units and dollars.

13 Q. Okay.

14 And do you sometimes do
15 comparisons, let's say year to year about
16 sales, both in units and in amount of
17 money?

18 A. Daily.

19 Q. Okay.

20 And can you tell me roughly how
21 far back do you do comparisons?

22 A. Just one year.

23 Q. Just one year?

24 A. Yeah.

25 Q. But do you do them year to year?

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2 A. Year to year.

3 Q. So there would be a history of
4 sales figures, as well as units sold?

5 A. Yes.

6 Q. Can you tell me roughly how far
7 back you would be aware of sales figures;
8 not in particular number, but just aware of
9 the company records?

10 A. 1999, 2000.

11 Q. Okay. I'm going to show you a
12 document I'm going to mark Exhibit 8.

13 (Higgins Exhibit 8, History of
14 Swatch, marked for identification, as
15 of this date.)

16 BY MR. GULICK:

17 Q. I just ask that you take a look
18 at the particular document.

19 Have you ever seen this document
20 before?

21 A. Yes.

22 Q. Okay.

23 Can you tell me what context you
24 would have seen this document in?

25 A. It's one of the many Swatch

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2 chronological documents that we have
3 available.

4 Q. Okay.

5 You said many.

6 MR. UTERMOHLEN: Tom, we object
7 to this document for hearsay and lack
8 of foundation.

9 BY MR. GULICK:

10 Q. Can you -- you had mentioned that
11 there are numerous examples of this
12 particular document.

13 A. Yes.

14 Q. Is this something that's kept in
15 the ordinary course of business?

16 A. Yes.

17 MR. UTERMOHLEN: I'm sorry, but I
18 object to the characterization of her
19 testimony, which I don't think is
20 accurate.

21 BY MR. GULICK:

22 Q. What types of information would
23 be contained in this type of document?

24 MR. UTERMOHLEN: Objection.

25 Vague.

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2 A. The story of Swatch, a
3 chronological history of Swatch, things
4 that happened in the last 20 years.

5 Q. Do you know the history of
6 Swatch?

7 A. Yes, yes.

8 Q. Can you please describe that
9 history?

10 MR. UTERMOHLEN: Objection.

11 Vague, and it calls for hearsay.

12 A. Yeah, it's a wonderful story
13 about Swatch, how it was invented. May I
14 talk about that?

15 Q. Absolutely.

16 A. Back in the late '70s, the Swiss
17 watch-making industry was going bankrupt
18 due to the Japanese and Chinese watches
19 that had such success. So a very smart
20 Lebanese banker decided to buy up all these
21 bankrupt Swiss watch factories, and in
22 order to keep them running, in order to do
23 something, he invented the first, I would
24 say fashion watch called Swatch, the
25 "second Swatch" -- S, Swatch -- and it

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2 revolutionized the watch business.

3 And they started turning out
4 these very easy watches to make. The first
5 person who made a watch -- a watch is made
6 of 91 parts usually, but he made the first
7 Swatch at 51 parts so they could
8 manufacture very easily and that got the
9 factories up and running again -- so that's
10 generally the short story.

11 Q. Can you tell me roughly when that
12 was?

13 A. The first Swatch watch was sold
14 in 1983.

15 Q. About these types of documents,
16 you mentioned these types of documents,
17 could you explain why you keep these types
18 of documents?

19 MR. UTERMOHLEN: Objection.

20 Vague. Lack of foundation.

21 A. For several reasons. I use it
22 for my employee training. I use it for PR
23 purposes to send out to the press. Those
24 are the two main.

25 Q. Okay.

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2 You had mentioned PR to the
3 press. Can you give us some examples of
4 press releases that you've given to the
5 press?

6 A. There's a lot.

7 Q. Okay. A sample would be good.

8 A. Yes. We constantly send out,
9 every time we have a new launch of a
10 product, not only do we send out a press
11 release, we work with the PR firm. We send
12 out press releases with the sample of the
13 product. As you know, Swatch comes out
14 with products every two months, so it's a
15 constant job.

16 Q. As part of your responsibilities
17 as brand manager, do you also take care of
18 promotions?

19 A. Yes.

20 Q. Okay.

21 Can you give us examples of some
22 of the promotions that Swatch has done?

23 A. Oh, wow. Many. Swatch is
24 co-branded with numerous artists,
25 everything from the famous Keith Haring,

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2 who wasn't famous before Swatch found him.
3 Keith Haring to Shaq O'Neill, to Phil
4 Collins, Pablo Picasso, Vivian Westwood,
5 you name it. Either they're people already
6 known or they're people they find and make
7 known.

8 Q. Can you explain what you mean by
9 collaboration?

10 A. Collaboration, they kind of
11 design the watch with Swatch, they put
12 their, you know -- and then we sell them,
13 they're in the ads, they promote the watch.

14 Q. And they're sold under the Swatch
15 trademark?

16 A. Absolutely, yes.

17 Q. Okay.

18 A. We do, we've done a lot of
19 events, we made a special watch with
20 Microsoft with Bill Gates, it was huge --
21 sting -- we made a watch for the U.N.
22 We continually do every year, we have a
23 Chinese New Year. Valentine's Day watch.
24 Christmas watch. And collectors are very
25 big on that, they collect them.

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2 Q. Let's talk about that for a
3 minute. You mentioned collectibles or
4 collections.

5 A. Yes.

6 Q. Are there particular themes that
7 Swatch may have for its given products?

8 A. Yes, it depends. You know, there
9 are limited editions, they're numbered,
10 they'll only make, you know, 10,000, I know
11 that sounds like a lot, but for Swatch it's
12 not a lot, and it first goes out to our
13 club members, there's about 50, 60,000 club
14 members all over the world, so they get
15 first dibs.

16 Q. Can you explain what club members
17 are?

18 A. Yes, a club member is somebody
19 who is a loyal collector or buyer of
20 Swatch, and they get perks all year, free
21 buffing, we give them out new straps, we
22 give them, they come to our party, we do a
23 big party every year, so they're taken care
24 of, they get special previews of new
25 collections, they get the first dibs on

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2 limited collections, so yes.

3 Q. And is that only in the U.S., or
4 does that take place worldwide?

5 A. U.S. It's worldwide, but I'm
6 talking basically about the U.S. side of
7 it, yeah. As far as going on from
8 promotion, Swatch is also very big on
9 sport, sponsoring sports, volleyball.

10 We do the FIVB volleyball
11 matches. We are the official sponsor of
12 the snowboarding tour. We've had big
13 parties, you know, Sean White, the big
14 snowboarder, very present on the mountains,
15 the ski mountains of Swatch, and we also do
16 the motorcross part of the sponsorship.

17 Q. And these are also across the
18 U.S.?

19 A. Yes.

20 Q. You said FIVB?

21 A. Yes, that's actually -- I'm not
22 part of the American Volleyball
23 Association. The FIVB is the other
24 volleyball association, but we do help out
25 with that sponsorship in the United States.

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2 That's more of the worldwide.

3 Q. Are there any other sports
4 affiliations that Swatch has?

5 A. Those are the main ones. Of
6 course Olympics, everybody knows we do the
7 Olympics up until recently. So we've done
8 three or four Olympics.

9 I'm not sure how long we've been
10 doing Olympics, but Swatch was definitely
11 part of the Sydney, Athens, Atlanta Olympic
12 games. We come out with Olympic watches
13 also on top of that.

14 Q. And when you say come out with
15 Olympic watches, are they based on the
16 particular years of the games?

17 A. Right, and they're a collector's
18 item, too.

19 Q. Are they limited in number?

20 A. Yes, they're limited in number.

21 Q. Are there also. As far as the
22 Olympics, what role did Swatch play, if
23 any, in the Olympics?

24 A. We were the official timekeeper,
25 yes.

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2 Q. So, for instance, if there was an
3 event that required timing --

4 A. Yes, all -- swimming basically,
5 like we saw this past -- you know, with
6 Michael Phelps, we have Omega, which is our
7 sister company of ours -- we'd always do
8 Swatch -- and it was Swatch.

9 Q. And the trademark was shown in
10 association with timekeeping?

11 A. Yes, official timekeeping.

12 Q. Do you ever do any other types of
13 promotions, let's say, or marketing with
14 collaborations you've mentioned before with
15 Shaquille O'Neill, are there other
16 collaborations that you do with, let's say,
17 with famous people, let's say famous people
18 in general, specifically in relation to the
19 U.S. use of the Swatch mark?

20 A. Well, Shaq O'Neill. Tyra Banks
21 actually wore a dress designed that had
22 nothing but our Skin, our Skin line. It
23 was a beautiful ad, it was all over,
24 plastered everywhere. We have a lot of
25 people, we get a lot of press on people

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2 wearing Swatch.

3 For instance, recently in Us
4 Weekly, we had Carmen Electra sporting the
5 Swatch watch, we had George Clooney wearing
6 it -- we have constant, I mean, people
7 being seen wearing Swatch.

8 Q. Would this be part of your
9 responsibility to know this particular
10 information as brand manager?

11 A. Oh, yes, and I have a PR design
12 for that where they are, they actually give
13 watches out to the famous people. So it's
14 our way of promoting the brand.

15 Q. Any other promotions that you're
16 aware of?

17 A. Taxi campaigns, billboard, we
18 spent over **REDACTED** for a Times
19 Square billboard, telephone kiosk,
20 newspaper, maximum, details, wired because
21 we're kind of edgy, as you know, as a
22 brand. Everything from hotel directories,
23 especially in Las Vegas, Hawaii and tourist
24 destinations where destinations we
25 advertise in the hotel directory -- buses,

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2 I said buses.

3 Q. How often do Swatch ads or
4 placements appear on taxis?

5 A. We did a campaign for four, five
6 months, yes.

7 Q. Roughly during what period,
8 during the last year, during the last five
9 years?

10 A. Yes, it was in 2008. It was from
11 they first really started having the
12 televisions in the cabs, we were the first
13 watch brand to advertise and it lasted, I
14 would say it started in March to August.

15 Q. Had you done them previous to
16 that?

17 A. No, it was a brand new concept,
18 yeah.

19 Q. How about billboards?

20 A. Billboard, yeah, we have our
21 Times Square billboard on 45th and
22 Broadway.

23 Q. Is that one continually updated?

24 A. Every month we change it.

25 Q. And how long has that been going

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2 on for?

3 A. Since the store opening, 2001.

4 Q. How about buses?

5 A. Yes, we did two bus campaigns,
6 they lasted about two months, over 150 to
7 200 buses in Manhattan, Queens area --
8 yeah, usually at Christmastime we do that,
9 yeah.

10 REDACTED

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1 **REDACTED**
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10 this as Exhibit 9.

11 (Higgins Exhibit 9, Employee
12 handbook, marked for identification,
13 as of this date.)

14 BY MR. GULICK:

15 Q. I'd just ask you to take a brief
16 look at that document.

17 A. Yes.

18 MR. UTERMOHLEN: Tom, we object
19 to this document on hearsay and lack
20 of foundation grounds as well.

21 Q. Do you recognize this particular
22 document?

23 A. Yes.

24 Q. Can you tell me what it is?

25 A. This is part of our employee

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2 handbook we give out.

3 Q. As part of your responsibilities
4 as brand manager, would the employee
5 handbook be something that you oversee?

6 A. Yes.

7 Q. Can you explain why these
8 particular contents were placed in the
9 employee handbook?

10 A. Yeah, it's very important that
11 every new employee understands about the
12 history of Swatch. As customers come in,
13 we kind of try to tell them the story also
14 about Swatch to our customers.

15 Q. And can you tell me where this
16 information would have been compiled from?

17 A. Yes, those kind of go
18 hand-in-hand with the documents that we
19 receive on the history of Swatch, so we
20 condense them into something that is good
21 for the employee, something short with the
22 important highlights of Swatch.

23 Q. Is one of the things that would
24 be included in the handbook specific
25 promotions?

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2 MR. UTERMOHLEN: Objection.

3 Leading.

4 A. Specific promotions?

5 Q. Uh-huh.

6 A. In a handbook??

7 Q. Yeah.

8 A. Basically, no. The training
9 manual is the history of Swatch, how to
10 sell a Swatch, some mechanical side of it.

11 Q. So then that type of information
12 would be more in press releases and the
13 like?

14 A. Yes.

15 MR. UTERMOHLEN: Objection.

16 Leading.

17 A. We sent out a special --

18 MR. UTERMOHLEN: Excuse me,
19 Ms. Higgins, to the extent that you're
20 going to volunteer something not in
21 response to a question, I'm going to
22 object to that.

23 MR. GULICK: If you're making an
24 objection, you can make an objection.

25 I don't know what --

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2 MR. COLLEN: You shouldn't be
3 addressing the witness.

4 MR. UTERMOHLEN: All right. I
5 apologize for that. Let me say that
6 we object to the witness volunteering
7 testimony not in response to a
8 question because I don't get a chance
9 to object to it.

10 BY MR. GULICK:

11 Q. Can you further explain for about
12 your promotion of Swatch products?

13 A. Yes. I wanted to make it clear
14 this is an employee handbook, but in
15 addition to this, we give our employees on
16 a separate note, we always keep them up to
17 date what we're doing as far as promotions
18 all over the country. So it wouldn't be
19 necessarily part of this document. That's
20 what I wanted to make clear.

21 Q. Why do you advertise?

22 A. Why do we advertise?

23 Q. Yeah.

24 A. Well, it's important to
25 advertise. I mean, even though Swatch is

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2 an iconic brand that we all know about, but
3 it's necessary to show the customer and the
4 press the new products we're coming out
5 with.

6 Q. Do you consider advertising
7 promotion the same thing?

8 A. Yes, under marketing, I call it,
9 yes.

10 REDACTED
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18 Q. For that particular year?

19 A. Oh, well, I can just say
20 worldwide we have passed, we passed REDACTED
21 REDACTED watches in 2006. So we do not have
22 the official number as of now.

23 Q. And would that be information
24 that you would be privy to in your role as
25 the brand manager?

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2 A. Absolutely.

3 Q. Do you know roughly how long
4 Swatch products have been sold in the U.S.?

5 A. Since 1986, that the office, the
6 U.S. was forming.

7 Q. Did it always have watches and
8 jewelry?

9 MR. UTERMOHLEN: Objection. Lack
10 of foundation.

11 A. I believe jewelry was introduced
12 later in 1996 roughly.

13 MR. GULICK: I'd like to mark
14 this as Exhibit 10.

15 (Higgins Exhibit 10, Annual
16 report, marked for identification, as
17 of this date.)

18 BY MR. GULICK:

19 Q. I'm going to ask you to take a
20 moment to review the document.

21 MR. UTERMOHLEN: Tom, we'll also
22 object to this document on hearsay and
23 lack of foundation grounds.

24 BY MR. GULICK:

25 Q. Have you ever seen this document

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2 before?

3 A. Yes.

4 Q. Okay.

5 Can you tell me what it is?

6 A. This is our annual report.

7 Q. Okay.

8 And would the content of the
9 annual report be something that you would
10 be aware of in your position as the brand
11 manager?

12 MR. UTERMOHLEN: Objection.

13 Leading.

14 A. Yes. We all receive copies of
15 it.

16 Q. And these are produced every
17 year?

18 A. Yes.

19 Q. Okay.

20 And do you have any
21 responsibility for the contents of any of
22 the material in these annual reports?

23 A. Yes.

24 Q. Can you tell me what they would
25 be?

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2 A. Well, under page 1, Swatch Group
3 USA where they talk about Swatch --

4 Q. I'm sorry, just for reference,
5 for the record, it's marked document Bates
6 number 690 that she's referring to.

7 A. Under the Swatch Group USA
8 Swatch, the verbiage there, they ask me to
9 write something up every year and give them
10 a picture of whatever is going on that
11 year.

12 Q. And when you say a picture, in
13 this particular instance was a picture
14 provided?

15 A. This one -- you know, they
16 change, here it's the picture of, you know,
17 skateboarding, but usually I provide a
18 picture of either a new store opening or
19 something that's relevant to that
20 particular year. This I was not part of,
21 2002.

22 Q. Okay. But that would be the type
23 of thing that you would be responsible for
24 each year?

25 A. Uh-huh.

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2 MR. GULICK: I'd like to mark
3 this as Exhibit 11.

4 (Higgins Exhibit 11, Part of
5 annual report, marked for
6 identification, as of this date.)

7 BY MR. GULICK:

8 Q. I'd just ask you to take a moment
9 to review the document.

10 MR. UTERMOHLEN: We have the same
11 objections to this document.

12 BY MR. GULICK:

13 Q. Do you recognize this particular
14 document?

15 A. Yes, it's part of the annual
16 report.

17 Q. Okay.

18 Is the annual report a business
19 record that's kept in the ordinary course
20 of business?

21 A. Yes.

22 Q. Okay.

23 Are there certain
24 responsibilities that you have to keep for
25 the records every year?

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2 A. No.

3 Q. I just direct you to the first
4 page of the document, which is labeled
5 document 418.

6 A. Yes.

7 Q. Can you tell me -- the company
8 that you're employed by, is it located on
9 this particular page?

10 A. Yes.

11 Q. Okay.

12 Can you tell me roughly where?

13 A. Under the United States.

14 Q. Okay.

15 And it would be which one in
16 particular?

17 A. The Swatch Group.

18 Q. Okay.

19 A. Which is the fourth line down.
20 It's kind of hard to read, but yeah, Swatch
21 Group.

22 Q. And what does it list as the
23 field of activity for the Swatch Group
24 U.S.?

25 A. It says retail, I believe. I

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2 can't read it, sorry, it's a little fuzzy.

3 Q. And --

4 A. The Swatch store is listed.
5 ESwatch is listed. We have the Swatch
6 retail.

7 Q. Okay.

8 MR. UTERMOHLEN: I'm sorry, where
9 were you looking, retail?

10 THE WITNESS: It's under here,
11 the Swatch Group, Le Boutique U.S;
12 Dover, Delaware, retail -- it's one,
13 two, three -- the fifth line down
14 under United States.

15 BY MR. GULICK:

16 Q. Okay.

17 And you're employed by the fourth
18 company listed, the Swatch Group U.S.?

19 A. Swatch Group U.S., correct.

20 Q. Okay.

21 And is the Swatch Group U.S.,
22 what is their primary function, do you know
23 what the primary function of the Swatch
24 Group U.S. is?

25 A. Yes, they're exclusive

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2 distributors of Swatch and other brands
3 underneath the Swatch Group umbrella.

4 Q. Can you tell me roughly how many
5 brands there are?

6 A. 14 in the United States.

7 Q. Can you give us an example of
8 some of them?

9 A. Omega, Tiso, Rado, Hamilton,
10 Longines, Jacques, Glashutte, Blanc Pan,
11 Brege, Flick Flak, Calvin Klein -- I'm
12 hoping I got all of them.

13 Q. That's a sample.

14 A. Yeah.

15 MR. GULICK: I'm going to mark
16 this Exhibit 12.

17 (Higgins Exhibit 12, Part of
18 annual report, marked for
19 identification, as of this date.)

20 MR. UTERMOHLEN: I also object to
21 this one on hearsay and lack of
22 foundation grounds.

23 BY MR. GULICK:

24 Q. Do you recognize this particular
25 document?

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2 A. It is also part of the annual
3 report.

4 Q. Okay.

5 Can you briefly explain the
6 numbers that are listed on this particular
7 page, what they would represent?

8 A. No, I'm unable to. This is more
9 of the manufacturing side of the business,
10 which I do not have any part in.

11 Q. Okay.

12 So there would be parts of the
13 annual report that wouldn't necessarily
14 affect the material that you would deal
15 with on a daily base or that you would be
16 responsible for?

17 MR. UTERMOHLEN: Objection.

18 Leading.

19 A. Yes.

20 Q. Okay.

21 I'd ask you to take a look at the
22 next page. It's numbered 416.

23 A. Yes, this is breaking up by
24 country the sales.

25 Q. Do you roughly know what

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2 percentage of the sales for Swatch are in
3 the U.S.?

4 A. Yes. Well, first of all, we're
5 number 3 in the world behind France and
6 Italy and we make up about 20 percent of
7 the worldwide business.

8 Q. Is that in terms of --

9 A. Swatch, not --

10 Q. Just Swatch product.

11 A. Yes.

12 Q. Is that also reflected, is it
13 dollar amount and units, just one or just
14 the other?

15 A. They talk in dollars, they'll
16 talk in dollars, yeah.

17 Q. Okay, great.

18 And you said that they were third
19 in the world?

20 A. Yes.

21 Q. Has that changed in the past,
22 let's say, 5 to 10 years?

23 A. Yes.

24 MR. UTERMOHLEN: Objection. Lack
25 of foundation.

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2 BY MR. GULICK:

3 Q. How has it changed?

4 A. When I came on board in 2005 we
5 were number 7, ranked number 7, and we
6 climbed up to number 3.

7 Q. And would this be a record that
8 you would look at in your role as the brand
9 manager for Swatch?

10 MR. UTERMOHLEN: Objection.

11 Vague.

12 A. Yes. I want to be number one,
13 which I will be.

14 MR. GULICK: I'm going to mark
15 this particular document Exhibit 13.

16 (Higgins Exhibit 13, Marketing
17 expenditures breakdown, marked for
18 identification, as of this date.)

19 BY MR. GULICK:

20 Q. I'd ask that you just take a
21 minute to review this particular document.

22 Do you recognize this document?

23 A. Yes.

24 Q. Can you explain what it is?

25 A. It's just a breakdown of our

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2 marketing expenditures the last few years.

3 Q. Okay.

4 And would this be something that
5 you would be in charge of as the brand
6 manager?

7 A. Yes.

8 MR. UTERMOHLEN: I object to the
9 document on the ground of hearsay and
10 lack of foundation.

11 BY MR. GULICK:

12 Q. Would you prepare a document like
13 this?

14 MR. UTERMOHLEN: Objection.

15 Vague.

16 A. Not this exact one, but of this
17 sort, yes.

18 Q. Can you tell me where you place
19 your marketing money?

20 A. It can be broken down by print
21 media, then there's PR events -- I'm giving
22 you the big breakdown -- and then there are
23 POS/training, that would be the three big
24 breakdowns in marketing.

25 Q. Okay.

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2 You had mentioned print media.

3 A. Yes.

4 Q. Can you tell me what print media
5 you would use to place ads for the Swatch
6 mark?

7 A. I do both local and national.

8 Q. Can you give us some samples?

9 A. Sure, of course. As I said
10 before, maximum wired details, again edgy
11 magazines, and it goes also going to
12 mainstream, New York Post we do very well,
13 L.A. Times, the Elle magazine especially
14 for our jewelry line.

15 So as far as print, those are the
16 avenues I stick with. Granted we also have
17 a small budget for very off the wall
18 magazines, surface, wallpaper, a different
19 type of marketing. PR and events,
20 obviously that's all my, all the events I
21 spoke of.

22 We have a lot of store events.
23 We just recently did, promoted new artist,
24 kind of a street art called Billy the
25 Artist. We had a huge event at our

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2 flagship store in Times Square with the
3 press and then we had an afterparty at a
4 club. So any of these type of events would
5 go under that.

6 And PR also means, you know,
7 paying my PR agency to promote the brand,
8 and POS is everything to do with my point
9 of sales. Obviously we need to support not
10 only our corporate-owned stores, but we
11 need to support our third-party retailer,
12 ads in, for instance, Nordstrom's has a
13 catalog they send out to their clients and
14 we take a page in advertising, our stores,
15 you know, they have a lot of, they need
16 their own promotional materials and so
17 forth. So posters and shopping bags and
18 whatever.

19 Q. Would that include signage as
20 well?

21 A. Yes, yes, yes.

22 Q. Are there other media you use
23 besides print media?

24 A. I use eCommerce. That's a very
25 big, since last year I've been focusing

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2 more on digital media ads than to print
3 advertising and we just launched our
4 Twitter and Facebook page, and it's been a
5 great success. It's viral.

6 We feed information onto these
7 two venues and it just goes from there.
8 People start talking about the brand. So
9 we just started experimenting it with this
10 year, and I'm very, very happy with the
11 results, but I still plan to do print ads
12 toward the end of the year, toward the
13 holiday season in the New York Post, Miami
14 Herald, Chicago Tribune on our holiday
15 watches that are coming out.

16 Q. Have you ever used television
17 radio as an advertising medium?

18 A. Yes, MTV, that's where we've
19 done, we've worked with MTV -- again, that
20 was before my time, the MTV -- and I plan
21 to do MTV.com next year, so it's kind of
22 progressed going to the digital. That
23 is -- yeah, we have a very good
24 relationship with them.

25 Obviously, our chairman has been

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2 on CNN, we had a watch that came out that
3 was very provocative and it made headline
4 news a couple of years, so he was
5 interviewed by fox news, CNN and it was all
6 over the place.

7 Q. I'd just like to briefly talk
8 about the amounts of money that have been
9 spent year to year on advertising and
10 marketing.

11 A. Uh-huh.

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2 Q. You mentioned previously a watch
3 that was provocative.

4 A. Uh-huh.

5 Q. Can you tell me what that watch
6 was?

7 A. Yeah, it was a great watch. It
8 was called Bunny Sutra, and it was actually
9 bunnies on the -- instead of the numbers,
10 they had bunnies, two bunnies and sutra.
11 So I don't have to say more, but it was
12 very, very provocative and actually, you
13 know, bad press is good press where people
14 were calling major networks and saying oh,
15 my gosh, get this thing off. We had it on
16 the billboard in Times Square and that's
17 where CNN and Fox News picked it up. So it
18 was on Larry King and CNN, our chairman.

19 Q. Do you have certain, let's say,
20 annual seasons that you would focus more
21 advertising on a certain time of year
22 versus another?

23 A. Yes, yes.

24 Q. Can you tell me what those would
25 be?

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2 A. Well, Valentine's Day and Chinese
3 New Year are very big for us because we
4 have this wonderful set, people actually
5 every year want to buy it, it's a watch and
6 jewelry with it and it's boxed together, so
7 it's a perfect gift, and we do a lot of
8 advertising during that period.

9 Chinese New Year also, comes out
10 in January, and in fact sells all year. We
11 also, we have many collections. I mean, we
12 have, we're like a fashion brand, we're not
13 like a regular watch brand, so we have at
14 least -- we have six collections a year, so
15 fall/winter, spring/summer, summer/sport,
16 fall/sport, seasons, and then Mother's Day,
17 Valentine's Day. So it's constantly new
18 products.

19 MR. GULICK: Mark this as Exhibit
20 14.

21 (Higgins Exhibit 14, Press
22 release, marked for identification, as
23 of this date.)

24 BY MR. GULICK:

25 Q. I'm just going to ask you to take

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2 a minute to review the document.

3 MR. UTERMOHLEN: Again, we object
4 on hearsay and lack of foundation
5 grounds.

6 Q. Do you recognize the particular
7 document?

8 A. Yes.

9 Q. Can you tell me what it is?

10 A. It's a press release on our
11 collaboration during the Athens Olympic
12 games where we were, again, the official
13 timekeeper and also obviously there was
14 always a watch to go along with it.

15 Q. Okay.

16 And would this be the type of
17 event like we talked about annual events,
18 just recently, but this would be obviously
19 an every two-year event, would this be
20 something that Swatch would focus on for
21 advertising purposes as well?

22 A. Yes, yes.

23 Q. Okay.

24 And in addition, because the
25 Olympics are an international event, this

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2 would also be taking place in the U.S. the
3 same as it would --

4 A. Yes, yes, if it was taken
5 place -- we had one, we had Atlanta games,
6 also, that was huge for Swatch in the
7 United States, but even in Sydney what we
8 would do, or Athens, we would invite
9 America, we would invite our loyalty club
10 members for free to see the Olympics.

11 Q. Is this something that Swatch
12 plans on continuing?

13 A. Yes, yes.

14 Q. How about in the next Olympics as
15 well?

16 A. Well, the next Olympics goes to
17 our sister company Omega. We don't know
18 how long that will -- you know, Swatch
19 might take over later, but obviously it
20 affects up in Vancouver, it's the winter
21 games. How it affects Swatch is that we
22 are going to do, make sure we have an
23 Olympic watch coming out for Vancouver. So
24 we will set it up in all our Swatch point
25 of sales in Vancouver and Canada and United

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2 States, too.

3 MR. GULICK: I'd just like to
4 note for the record we're still on the
5 highly confidential record as we were
6 yesterday and will be de-designating
7 once we receive the transcript.

8 MR. UTERMOHLEN: All right.

9 MR. GULICK: I'd like to mark
10 this as Exhibit 15.

11 (Higgins Exhibit 15, Document,
12 marked for identification, as of this
13 date.)

14 MR. UTERMOHLEN: We also object
15 to this one on hearsay and lack of
16 foundation grounds.

17 BY MR. GULICK:

18 Q. I'd just ask you to take a moment
19 to review the document.

20 Do you recognize the particular
21 document?

22 A. Not this particular document.
23 Again, this is more of a group level and
24 speaking about another brand, Calvin Klein,
25 and I wasn't aware of any award in Japan,

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2 I'm sorry.

3 Q. No, that's okay. I just want to
4 see if you know about it, okay.

5 Do you do separate advertising
6 for the jewelry as compared to the watches?

7 A. Yes.

8 Q. Okay.

9 Are they placed sometimes in
10 separate advertisements, or are they
11 sometimes put together, the watch and the
12 jewelry together?

13 A. Depends, depends.

14 Q. Okay.

15 **REDACTED**

16

17

18

19

20 MR. UTERMOHLEN: Let me just say,
21 Tom, I'm having trouble getting my
22 objection in between the end of your
23 question and the response of the
24 witness. So if you care to instruct
25 Ms. Higgins to give me more time, that

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2 would be one thing. Otherwise, I wind
3 of having to make an objection while
4 you're still speaking, which is
5 confusing for the record.

6 MR. GULICK: We'll try to keep
7 the record as clean as possible.

8 At this point, can we take a
9 five-minute break.

10 (Recess taken from 10:37 a.m. to
11 10:51 a.m.)

12 (Higgins Exhibit 16, 2007
13 Advertising highlight, marked for
14 identification, as of this date.)

15 BY MR. GULICK:

16 Q. I'll just ask you to take a brief
17 look at the document.

18 Do you recognize this particular
19 document?

20 A. Yes.

21 Q. Can you tell me what it is?

22 A. 2007 advertising highlight.

23 Q. Is this something that your
24 company regularly prepares?

25 A. Yes. I personally prepared this

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2 one, so I know it well.

3 Q. Okay.

4 Let's actually take a look at the
5 document numbered 1552. Would this be an
6 example of an advertisement that was
7 placed?

8 A. Uh-huh, print ad, New York Post,
9 Metro, yes, Mother's Day campaign, yeah.

10 Q. Do you select the particular
11 advertising itself, the physical content of
12 the advertising?

13 MR. UTERMOHLEN: Objection.

14 Vague.

15 A. The ad comes from Switzerland,
16 but we design the copy, you know, certain
17 things that we can change for the copy.

18 Q. But you don't, the idea does not
19 originate from you?

20 A. No.

21 Q. Okay.

22 A. I choose which newspaper or
23 magazine I want to put it in.

24 Q. Okay.

25 So as part of your

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2 responsibilities, you may select media that
3 the particular advertising appears?

4 A. Yes.

5 Q. Do you select the media for which
6 the Swatch advertising appears in?

7 A. Yes.

8 Q. Okay.

9 I'd like to direct you to the
10 first four pages of Exhibit 16.

11 A. Yeah, uh-huh.

12 Q. Can you explain what this is in
13 particular?

14 A. It's a recap of all my prints
15 and --

16 MR. UTERMOHLEN: I'm sorry, as it
17 the last four pages?

18 MR. GULICK: The first, I'm
19 sorry.

20 REDACTED

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14 (Higgins Exhibit 17, Document,
15 marked for identification, as of this
16 date.)

17 BY MR. GULICK:

18 Q. I show you Exhibit 17.
19 Do you recognize that particular
20 document?

21 A. Yes.

22 Q. Can you -- is this something that
23 you prepared?

24 A. Yes.

25 Q. Can you explain what that

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2 particular document is?

3 A. It is our Mother's Day campaign,
4 telephone kiosk, buses, our Times Square
5 billboard and the billboard in Los Angeles.

6 Q. Okay.

7 And you previously discussed that
8 you work on the placement of the particular
9 ads.

10 Is there a particular reason you
11 chose these particular places to place the
12 ads?

13 A. Yes, eyeballs, lots of eyeballs,
14 yes.

15 Q. And why in general do you want
16 eyeballs on this particular advertisement?

17 A. Well, because of the product, it
18 was Mother's Day, it was the perfect venue,
19 especially the telephone kiosk, we had over
20 200 kiosks in Manhattan, so strategically
21 located, of course, the buses, the
22 billboard, and it stuck with the same
23 product visual and it was a repeat, repeat,
24 repeat. So this was a very successful
25 campaign.

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2 Q. And do you have stores located in
3 close proximity to these particular --

4 A. Yes.

5 Q. -- buses, kiosks and the like?

6 A. Yes, the billboard in Times
7 Square, the flagship is underneath it, and
8 we made sure the kiosks were not only in
9 front of our corporate retail stores, we
10 also put them in strategically located
11 areas of New York, not only in front of our
12 stores.

13 Q. Is the purpose to drive traffic
14 to your stores?

15 MR. UTERMOHLEN: Objection.
16 Leading.

17 A. Yes, and branding, simple
18 branding.

19 Q. You mentioned you have a flagship
20 store in Times Square.

21 Do you have any idea how many
22 people go into that particular Swatch
23 store?

24 A. I know most exactly because we
25 have traffic counters.

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Q. And this is particular to the Times Square store?

A. Yes.

Q. Okay.

Do you have counters in other places as well?

A. All corporate stores.

Q. Okay.

Can you give me a rough estimate as to how many people walk through Swatch stores every year?

A. Total, I don't have that right on me. I can give you an approximate.

Q. That's fine.

MR. UTERMOHLEN: Objection to the extent there is speculation.

A. I just know Times Square.

Q. Do you have any ideas of numbers

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2 of people that walk through third-party
3 retailers, do you ask that information of
4 third-party retailers?

5 A. We do, but we can never get an
6 accurate count on that.

7 Q. Do you have counters to see how
8 many people are viewing Swatch products on
9 the internet?

10 A. No, no.

11 Q. Do you have any idea of the
12 number of subscribers you have to your
13 Twitter or Facebook accounts?

14 A. Yes, it's growing every day.
15 We're over 1,000 now and we started two
16 months ago, and I know we benchmarked with
17 another watch brand and we're doing much
18 better than they are, so....

19 (Higgins Exhibit 18, 2008
20 advertising highlight, marked for
21 identification, as of this date.)

22 BY MR. GULICK:

23 Q. Do you recognize this particular
24 document?

25 A. Yes, it's exactly the same as the

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2 previous document, but 2008.

3 Q. And would this be something that
4 you had prepared?

5 A. Yes.

6 Q. I'm just going to direct you
7 first to the first three pages.

8 Can you tell me what's on those
9 first three pages?

10 A. It's the print media that we did
11 in 2008, the first half, that is, of 2008.

12 Q. Can you tell me some of the
13 locations of the print ads?

14 **REDACTED**

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1 **REDACTED**

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Q. Do your advertisements always
feature the Swatch trademark?

6

7

A. Yes, always.

8

9

Q. Is that a branding decision that
you make, or is that -- is that a branding
decision that you make in your role as
brand manager?

10

11

A. It is a policy that we follow,
yeah.

12

13

14

Q. I want to go back to something
you had said earlier. You had mentioned
Tyra Banks and a watch called Skin.

15

16

17

Can you explain are there
different types of Swatch watches?

18

19

A. Yes.

20

21

Q. Can you tell me the different
types of Swatch watches there are?

22

23

24

A. There is the original Swatch that
we all know, the colorful plastics, it's
basically a plastic watch. There is the
chronographic, I'm actually kind of wearing
one, this is like a chrono, chrono watch,

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2 metal watch, more of a men's line.

3 The Skin is the thinnest plastic
4 watch in the world, here it is here, and
5 this is more of a dainty for women, more in
6 bracelet form. So those are three main big
7 categories of Swatch.

8 We also have chrono plastic, we
9 have --

10 Q. So you make products for both men
11 and women?

12 A. Yes.

13 Q. When you select media for
14 advertising, is the audience sometimes a
15 factor in the decision as to which media
16 you choose?

17 A. Yes, for example, the jewelry
18 Bijoux, we chose Elle because that was the
19 target market for the jewelry, a little
20 more sophisticated.

21 It's hard with Swatch because
22 it's a brand that goes, we always say from
23 8 to 80. It carries a very large audience.
24 So depending on the product we're pushing,
25 we will choose the right media venue for

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2 that, yeah.

3 Q. Do you ever go into the Times
4 Square store?

5 A. Yes.

6 Q. Do you ever talk with customers
7 at the Times Square store?

8 A. Yes.

9 Q. What type of things do you talk
10 about with them at the store?

11 MR. UTERMOHLEN: Objection to the
12 extent that that calls for hearsay.

13 BY MR. GULICK:

14 Q. Let me just clarify the question.
15 Do you ask them questions while
16 they're in the store?

17 A. Yes.

18 Q. What types of questions would you
19 ask them?

20 A. I like to talk about what was
21 their first Swatch, there's a lot of
22 reminiscing, so people talk about their
23 first Swatch.

24 Second of all, Times Square is
25 special because there's so much product

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2 out, we have old and new and we talk about
3 the actual watch itself, you know, so
4 there's a lot of collectors that go into
5 the Times Square store.

6 Q. Do the watches that you sell, and
7 jewelry, do they change every year, every
8 two years, can you tell me how often there
9 are changes in the lines of watches?

10 MR. UTERMOHLEN: Objection.

11 Compound and leading.

12 BY MR. GULICK:

13 Q. Can you tell me how often there
14 are changes in the lines of watches for
15 Swatch?

16 A. They, as I said earlier, there's
17 four to five new collections every year.
18 However, we do keep a core collection, it's
19 carried, continually being carried year to
20 year. There's like over 100 new models a
21 year introduced at Swatch.

22 Q. Let's go back. There are some
23 watches that don't changed based on what
24 you just said to me.

25 A. Right.

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2 Q. Can you tell me how long some of
3 those watches have been around?

4 A. Oh, gosh --

5 MR. UTERMOHLEN: Objection. Lack
6 of foundation.

7 BY MR. GULICK:

8 Q. Go ahead.

9 A. It could be years. One
10 particular one is, once again, it's called,
11 it's the black watch with the white face,
12 everyone knows it, it's been around since
13 1986, so we could go back as far as 25
14 years ago, 20 years ago, yeah.

15 Q. In the five years that you've
16 been with Swatch, have there been watches
17 that have been continuously sold over that
18 five-year period?

19 A. Yes.

20 MR. UTERMOHLEN: Objection to the
21 extent it mischaracterizes the prior
22 testimony.

23 BY MR. GULICK:

24 Q. Let me talk about the jewelry for
25 a minute. I'm going to ask you to take a

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2 look at, this will be 19.

3 (Higgins Exhibit 19, Jewelry
4 catalog, marked for identification, as
5 of this date.)

6 BY MR. GULICK:

7 Q. I just ask you to take a minute
8 to review that.

9 Are you familiar with this
10 particular document?

11 A. Yes.

12 Q. Do you have personal knowledge of
13 this particular document?

14 A. Yes, it's our jewelry catalog,
15 current.

16 Q. Would you be responsible for
17 knowing the contents of this particular
18 document as part of your job
19 responsibilities?

20 A. Yes.

21 Q. Okay.

22 Can you explain where this
23 particular document would be placed?

24 A. This is placed in all the stores.
25 It's kind of a handbook for our -- this is

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2 not given to customer, it's given to our
3 stores and our retailers.

4 Q. Can people purchase --

5 MR. UTERMOHLEN: Excuse me a
6 second. Can we go off the record for
7 a second?

8 (Recess taken from 11:13 a.m. to
9 11:38 a.m.)

10 (Whereupon, the requested portion
11 was read back by the court reporter.)

12 BY MR. GULICK:

13 Q. Can people purchase products from
14 your catalog at the stores?

15 A. Yes.

16 Q. And does this reflect the line
17 for, I believe it's spring/summer 2009?

18 A. Yes.

19 Q. And how often is the catalog
20 updated?

21 A. Twice a year this one, yes. The
22 beginning is the current collection, the
23 current collection, this one, and then
24 towards the end they still repeat a lot of
25 the core merchandise, our core again is

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2 merchandise that is carried through many
3 years. So in the back you see on 602, 603,
4 604, 605, these are a lot of the mainstream
5 that we have always in stock.

6 Q. Do you have particular
7 advertisement placement for Bijoux jewelry?

8 A. Yes.

9 Q. Can you tell me what that would
10 be?

11 A. Yes. We focus a lot in on
12 Valentine's Day, but again we did Elle
13 magazine, perfect venue, and New York Post
14 ads for jewelry, especially the pendant
15 that I'll look at 605.

16 Q. Which pendant in particular are
17 you looking at?

18 A. The last row, third from the
19 right, the Windlove.

20 Q. And can you explain exactly what
21 that is?

22 A. Oh, yeah, it's, it was introduced
23 in January 2007 for Valentine's Day and it
24 was a huge success. We advertised in the
25 New York Post on this, just in one page,

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2 one day, we had tremendous feedback,
3 calls -- but anyhow, it is a piece of
4 stainless steel with one Swarovski crystal
5 and you can wear it as a heart or you can
6 turn it around and it becomes a butterfly,
7 and not only did it sell at Valentine's
8 Day, but it's a continuous, that's why they
9 put it in a core range, so we carry it out.

10 Q. So it's sold year round?

11 A. Yes, year round, continues to do
12 very well.

13 (Higgins Exhibit 20, New York
14 Post ad, marked for identification, as
15 of this date.)

16 BY MR. GULICK:

17 Q. I'll ask you to take a minute to
18 review it.

19 A. Yes.

20 Q. Do you recognize those particular
21 documents?

22 A. This is my New York Post, some of
23 my New York Post ad.

24 Q. Okay.

25 And in particular, I'd ask you to

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2 look at the fourth page, which is the --

3 A. Yes, this is what I was referring
4 to --

5 Q. Sorry, document 1563.

6 A. Yes, this is what I was referring
7 to previously. We did a product shot of it
8 a week before Valentine's Day and I sold
9 hundreds and hundreds in one day. So this
10 is the Windlove. Top number one, or I
11 think it's number two still to this day in
12 jewelry sales.

13 So as you can see, you can wear
14 it, it's a heart and you kind of turn it
15 around, flip it around and it becomes also
16 a butterfly. So it's very versatile.

17 Q. Were these ads run nationwide?

18 A. No, just the New York Post on
19 this one. I believe I also ran it in Miami
20 because we do very well with jewelry in the
21 Florida region, so I ran it in the Miami
22 Herald. I don't know if you have it.

23 Q. Let me direct you to document
24 number 1560.

25 A. Yes.

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2 Q. Where would a document like this
3 have been placed?

4 A. Various men's magazine details,
5 New York Post. This was strictly a
6 Father's Day, very targeted campaign.

7 MR. UTERMOHLEN: Objection to the
8 extent that the question asks when
9 would it have been placed rather than
10 where was it placed.

11 BY MR. GULICK:

12 Q. Where did this physical document
13 appear?

14 A. Yes, Details and New York Post.

15 Q. Can you give me a time range for
16 when it would have appeared?

17 A. It was in the May issue of
18 Details, and I can't give you the exact
19 date, but as I always do, it would be about
20 a week before the actual June 17th New York
21 Post.

22 Q. Now, I'll ask you to take a look
23 at document 1561.

24 A. Uh-huh.

25 Q. Can you tell me what this

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2 particular document is?

3 A. Yes. This is the Mother's Day
4 campaign, and it was in the New York Post
5 and in Metro, same ad.

6 Q. Can you tell me when this would
7 have run?

8 A. Again, Mother's tended to be two
9 weeks out.

10 Q. And then finally document 1562.

11 A. This ran along with document
12 1563, February 2007 in the New York Post.

13 Q. Can you tell me where this
14 document would have been placed?

15 A. New York Post, this particular
16 one.

17 Q. And during what time frame would
18 it have been placed?

19 A. A week before Valentine's Day.

20 Q. Do you run only targeted
21 advertising?

22 MR. UTERMOHLEN: Objection.

23 Vague.

24 A. Yes, not only.

25 Q. Okay.

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2 Do you run general advertising?

3 A. Yes.

4 Q. Okay.

5 Can you give me examples of
6 places where you or media where you would
7 have placed general advertising?

8 A. Billboard and buses, not just --
9 just the same venues as I would use as a
10 target I use for overall branding.

11 Q. Do you ever conduct research
12 about your customers?

13 A. Not informal professional
14 research, but with my loyalty program, my
15 club members, we do ask them questions and
16 try to get information to find more and
17 more about our customer, but again, it's
18 done on a very layman's approach, it's not
19 professional.

20 Q. Formal?

21 A. Yeah.

22 Q. Do you ever use public relations
23 as a form of advertising?

24 MR. UTERMOHLEN: Objection.

25 Vague.

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2 A. Yes.

3 Q. Can you explain how you would use
4 public relations as a form of advertising?

5 A. My PR, I hired a PR agency that
6 is very hip with all the movie stars and so
7 forth, so we're constantly giving product
8 to the movie stars so they will wear them
9 and get pictures in magazines, and it's
10 been very successful, so that's why we use
11 PR -- and our events give off PR.

12 Q. Can you tell me the particular
13 events that have gotten significant public
14 relations?

15 A. Oh, yes. Well, obviously, the
16 Olympic games. But the paparazzi event
17 with Bill Gates and Mishka Barton, and
18 Sting -- that was obviously in every major
19 magazine.

20 Q. Can you tell me what the
21 paparazzi event was?

22 A. Yeah, the paparazzi event was the
23 launching of paparazzi watch with
24 Microsoft. It was a digital watch that had
25 all the buttons and bells and whistles. So

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2 they launched it in Los Angeles. Sting
3 sang. Bill Gates got up there with our
4 chairman of the board -- it was very much
5 of a press thing.

6 Q. And this was a Swatch trademark
7 watch, correct?

8 A. Swatch, it was made by Swatch,
9 correct, and then of course most recently
10 we did Billy the Artist. We also do Blue
11 Man Group, we made a Blue Man watch and
12 Blue Man came to our store and did kind of
13 their performance.

14 You know, again, we had Sean
15 White from the snowboarder came into our
16 store. So there's so many events sometimes
17 it's hard to remember all of them.

18 Q. Do you, personally, how long ago
19 can you -- well, what is the first time you
20 remember the Swatch mark, can you tell me
21 when that was, you personally?

22 A. Me, personally, in the '80s. In
23 my 20s, that's all I remember.

24 Q. Do you know the subsequent, we
25 talked earlier about the origins of Swatch.

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2 Do you know the subsequent
3 history of Swatch as well beyond its
4 origin?

5 A. Yes, I mean, more or less, you
6 know, the strategy, what we've done in the
7 last -- yes.

8 Q. Can you tell me why knowing the
9 history of Swatch is important?

10 MR. UTERMOHLEN: Objection. Lack
11 of found days and calls for
12 speculation. Also vague.

13 MR. GULICK: I'll rephrase the
14 question.

15 BY MR. GULICK:

16 Q. As part of the employee handbook,
17 there was a specific exhibit that talked
18 about the history of Swatch. Why is it
19 important that the employees would know the
20 history of Swatch?

21 MR. UTERMOHLEN: Same objections.

22 A. It's all part of the sell
23 process. It's what we call part of the
24 features and benefits of Swatch. So not
25 only are you talking about product, but

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2 you're romanticizing the brand with the
3 customer, so talking a little bit about the
4 history of brand also sells the product.

5 Q. Can you explain a little bit of
6 the features and the benefits for the
7 purpose of sales of the Swatch watches?

8 A. Sure. You know, Swiss made one,
9 it's water resistant, shock proof, you can
10 change out your bands whenever you want.
11 It's basically an idiot-proof watch.

12 So these are just some of the
13 things that we tell our customers.
14 Swiss-made is very important, too, for the
15 customer and being able to -- and it's also
16 a watch that's, you know, it's 51 parts, it
17 never breaks, all they do is change out
18 your strap, change out your battery and it
19 keeps on going.

20 Q. Is there an importance to the
21 fact that it's Swiss-made?

22 A. Yes.

23 Q. Can you explain to me what that
24 importance would be, or what the
25 significance is?

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2 A. The customer knows it's quality
3 with Swiss. I mean, with the Japanese or
4 Chinese, with all due respect, you're not
5 getting the same movement and quality.
6 Remember, Swatch is made in the same
7 factory as Omega, so you're getting
8 quality.

9 Q. Do you know approximately how
10 long the Swatch mark has been used in the
11 United States?

12 A. I know that the incorporation was
13 1986, actually it was in New York, the
14 office opened.

15 Q. And in that point in time, what
16 was the particular product that was sold
17 under that mark?

18 MR. UTERMOHLEN: Objection. Lack
19 of foundation.

20 BY MR. GULICK:

21 Q. What product was made in
22 association with Swatch?

23 A. Watches.

24 Q. Is part of your responsibility as
25 Swatch brand manager to sell as many Swatch

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2 products as possible?

3 A. Yes.

4 Q. Can you explain how you go about
5 doing that?

6 A. I start with my store level, very
7 important, and that is constant training of
8 personnel, of our staff, of our team. The
9 more knowledge you have of your product,
10 the more you're going to sell. Standards
11 policies and procedures as far as all the
12 retail POS, how the product is presented,
13 making sure it's presented in the right way
14 and promoting the brand, that goes with my
15 third-party retailers also, and then
16 promotions, a lot of PR, a lot of
17 marketing, constantly being a spokesperson
18 for the brand.

19 Q. Have there ever been
20 spokespersons for the brand?

21 A. Yes, there was. I mean, Shaq
22 O'Neill is a big spokesperson for Swatch,
23 George Clooney, even though he's officially
24 Omega, he definitely likes to talk about
25 Swatch, but we don't have an official one

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2 as of this year.

3 Q. But there were previous ones?

4 A. Oh, yes, yes, yeah.

5 Q. Has there been an increase in
6 products sold under the Swatch mark?

7 A. In the United States?

8 Q. Yes.

9 A. Oh, yes, progressively year by
10 year, more and more.

11 Q. And how long would you say that
12 upward progression has been going on?

13 MR. UTERMOHLEN: Objection. Lack
14 of foundation.

15 A. Well, definitely since 2005, it's
16 been going nothing but up. We're opening
17 up more stores, retailers.

18 Q. Would there be a numerical
19 evaluation of that?

20 REDACTED

21

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23 Q. And as a reflection of that, the
24 total number of units increase, would that
25 also mean that there's a total number of

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2 increase in the amount of dollars sold for
3 Swatch products?

4 A. Yes.

5 Q. And as long as you've been there,
6 has that been an upward progression as well
7 since you started in 2005?

8 MR. UTERMOHLEN: Objection.

9 Asked and answered.

10 A. Yes.

11 Q. Do you keep historical documents
12 regarding the Swatch mark?

13 A. Yes.

14 Q. What types of documents would you
15 keep?

16 A. Press releases, all the magazines
17 that we advertised in, you know, any
18 archive of that, actual product, all the
19 special watches that we made, especially
20 the limited editions, they're worth quite a
21 lot of money right now, so they're under
22 lock and key in my office.

23 Q. I'm going to show you what we'll
24 mark as Exhibit 21. It's a series of
25 documents numbered 554 to 560.

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2 (Higgins Exhibit 21, Document,
3 marked for identification, as of this
4 date.)

5 BY MR. GULICK:

6 Q. I'll just ask you to take a
7 minute to review these documents.

8 MR. UTERMOHLEN: We'll object to
9 this exhibit as hearsay and lack of
10 foundation as well.

11 MR. GULICK: At this point, we
12 haven't asked a question yet.

13 MR. UTERMOHLEN: Right, but I'm
14 just letting you know because after
15 the deposition is over, it will be too
16 late to mention that.

17 BY MR. GULICK:

18 Q. You mentioned historical
19 documents before.

20 Have you seen these particular
21 documents before?

22 A. Not this particular one. This is
23 just one of the many, many press that we
24 have. This is not press that we pay for.
25 This is free press, so we have mountains of

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2 these.

3 Q. Okay.

4 And these would date back, let's
5 say, more than 10 years?

6 A. Yes, oh, yeah.

7 Q. Would these be documents that
8 would be kept in the ordinary course of
9 your business?

10 MR. UTERMOHLEN: Objection.

11 Vague.

12 A. Yes.

13 Q. Can you explain why they would be
14 kept?

15 MR. UTERMOHLEN: Same objection.

16 A. Why are they kept?

17 Q. Why would these documents be
18 kept, yes?

19 A. For future reference.

20 Q. Okay.

21 A. Also use for training.

22 Q. Could you give us some examples
23 of places where you had mentioned free
24 advertising, if you will, where free
25 advertising would have occurred for the

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2 Swatch mark?

3 A. Oh, gosh, on the top of my head,
4 this is recently, Us Weekly, Teen Vogue,
5 Mary Claire, I mean, all the tough
6 publications, they're constantly asking us
7 for watches, doing a story on White, okay,
8 you know, there's always a White Swatch on
9 the page, so yeah.

10 Q. Would you also have knowledge of
11 previous free advertising, let's say,
12 before 2005?

13 A. Yes.

14 Q. Could you name some of the places
15 that Swatch would have received free
16 advertising prior to 2005?

17 MR. UTERMOHLEN: Objection.

18 Vague. Lacks foundation and hearsay.

19 A. Again, we have all this on
20 record. I don't know. I can't tell you
21 exactly before 2005.

22 Q. Is there a philosophy for selling
23 Swatch watches?

24 MR. UTERMOHLEN: Objection.

25 Vague.

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2 A. Yes.

3 Q. Can you tell me what that
4 philosophy would be?

5 A. As far as at the store level, we
6 follow the basics of the features and
7 benefits. It's really kind of like our
8 motto. That's how we sell our watches to
9 our customers.

10 MR. GULICK: Those are all the
11 questions I have for now.

12 MR. UTERMOHLEN: I'm going to
13 have some. I don't know exactly how
14 much. Probably at least half an hour.
15 You want to take a lunch break or keep
16 going?

17 MR. COLLEN: It's okay to keep
18 going.

19 THE WITNESS: Yeah.

20 MR. UTERMOHLEN: Okay.

21 EXAMINATION BY

22 MR. UTERMOHLEN:

23 Q. Ms. Higgins, when precisely in
24 2005 did you start with Swatch?

25 **REDACTED**

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23 Look at Exhibit 17. Actually,
24 never mind. Exhibit 20, which we already
25 have, is good enough for this purpose.

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2 Let's just look at the front page of
3 Exhibit 20, which is numbered 1560. Up in
4 the upper right, that's the Swatch
5 trademark, right?

6 A. Yes.

7 Q. And what's the red square with
8 the white cross, is that depicted typically
9 with the Swatch mark?

10 A. Yes, always.

11 Q. Does it have any meaning?

12 A. Swiss.

13 Q. It's the Swiss flag?

14 A. Yes.

15 Q. Is that because of the Swiss-made
16 nature of the product?

17 A. Again, I didn't do the logo, so I
18 don't know. I mean, that's a company
19 decision.

20 Q. I think you testified earlier,
21 though, that one of the benefits that you
22 promote to your customers is that it's a
23 Swiss-made product, correct?

24 A. Yes.

25 Q. Do your customers recognize that

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2 a symbol of Swiss connection?

3 MR. UTERMOHLEN: Objection as far
4 as it calls for speculation.

5 A. Again, I don't know what my, I
6 don't know what the customers think.

7 Q. Have you ever had a discussion
8 with anybody on that issue?

9 A. I don't know -- yes, I'm sure I
10 have, many times.

11 Q. I'm going to -- well, first get
12 out Exhibit 7 if you can. It's got sales
13 numbers on it of some sort.

14 A. Yes.

15 Q. I've got a document here which is
16 Swatch's response, I'll represent to you to
17 one of the interrogatories we asked,
18 interrogatory number 11, which asked for
19 sales information in both dollar amounts
20 and units in the United States.

21 Were you involved at all in
22 responding to the interrogatories that
23 Beehive asked for in this matter?

24 A. No, I don't believe so.

25 Q. I think your name was mentioned

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2 in response to another interrogatory as
3 being involved, but I take it you don't
4 have any recollection of that?

5 A. I --

6 Q. You're nodding your head no.
7 You've got to do it out loud.

8 A. I don't remember, I really don't.

9 Q. All right. Let me explain what
10 I'm going to do. I'm going to ask you
11 about these two documents, but I'm not
12 going to ask you what the numbers are that
13 are on them. So I want you to understand
14 that my questions don't seek that, and I
15 don't want you to mention them unless it's
16 required in response to my question.

17 Do you understand?

18 MR. GULICK: I'm going to object.
19 We don't know what the question is
20 yet. I would say ask the question
21 first.

22 MR. UTERMOHLEN: All right.

23 BY MR. UTERMOHLEN:

24 Q. Well, do you understand what I'm
25 saying to you?

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2 MR. GULICK: Objection. Vague.

3 BY MR. UTERMOHLEN:

4 Q. That it's my intention not to ask
5 you questions that call for you to state
6 the numbers on these documents.

7 Do you understand?

8 MR. GULICK: Objection. This is
9 all vague. To the extent she
10 understands the question, she may
11 answer.

12 A. Until you ask me the question, I
13 don't understand what you're saying.

14 BY MR. UTERMOHLEN:

15 Q. All right, let me refer you on
16 Exhibit 7, first of all, to the sales units
17 figures for 2004 and 2005. And first I'm
18 just asking you, do you see those?

19 A. USA?

20 Q. Yes, under the USA section?

21 A. Yes.

22 Q. And is it true that as reflected
23 here total sales in units was lower in 2005
24 than in 2004?

25 A. It appears so, yes.

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2 Q. Let me show you then this Exhibit
3 11 -- I'm sorry, not an exhibit -- the
4 response to interrogatory number 11, which
5 is on the third page of the document?

6 MR. GULICK: Are you marking this
7 as an exhibit?

8 MR. UTERMOHLEN: No, I'm not
9 going to mark this as an exhibit.

10 MR. GULICK: I'm going to object
11 that you're asking her to look at a
12 document and it's not going to be
13 entered into the record for purposes
14 of the deposition.

15 MR. UTERMOHLEN: Well, if you
16 need to object, I think that's
17 appropriate.

18 BY MR. UTERMOHLEN:

19 Q. So I've placed in front of you a
20 copy of interrogatory number 11 and the
21 response, and on the page numbered 11, do
22 you see the figures shown there? There's a
23 list.

24 A. Yes.

25 Q. Could you compare -- strike that.

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2 Let me start over.

3 Isn't it true that in this
4 response, the sales figure for 2005 is
5 slightly larger than the sales figure for
6 2004?

7 I'm referring you now to
8 interrogatory number 11. Did you
9 understand my question?

10 A. It appears that, yes, it's
11 larger, yes.

12 Q. Can you explain why U.S. sales
13 are shown as having gone up in those two
14 years in the response to interrogatory
15 number 11 whereas they're not shown as
16 having gone up in Exhibit Number 7?

17 MR. GULICK: Objection. It's to
18 the extent of her knowledge, all of
19 this, and as far as it calls for
20 speculation. I mean, if she knows,
21 she can tell you.

22 MR. UTERMOHLEN: If she knows she
23 has to tell me.

24 MR. GULICK: Well, obviously.

25 A. From what I can gather, again, I

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2 did not produce this document, but I can
3 gather this is volume and then we're
4 talking about units. And if you look at
5 the volume -- the value, sorry, on the
6 first document --

7 Q. When you say "first document,"
8 you're referring to Exhibit 7?

9 A. This one, yes, you can see that
10 in value it did progress slightly. Again,
11 I believe, as I said before, that this is
12 Swiss francs and this is U.S. dollars. So
13 actually, it does make sense.

14 Q. Did the exchange rate -- in
15 Exhibit 7, is the exchange rate for Swiss
16 francs constant from year to year to
17 dollars?

18 MR. GULICK: Objection. This is
19 speculative.

20 A. I don't know. That's a financial
21 thing.

22 Q. I'm sorry, I didn't hear your
23 answer.

24 A. Our finance department takes care
25 of that, so I don't really know how to

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2 calculate.

3 Q. So you're not familiar with that?

4 A. Yeah, with how to calculate.

5 Q. All right.

6 MR. UTERMOHLEN: Let me take a
7 short break. Getting close to done.

8 MR. GULICK: Okay, sure.

9 (Recess taken from 12:22 p.m. to
10 12:30 p.m.)

11 MR. UTERMOHLEN: I got a few more
12 questions.

13 First, let me just check, Tom, I
14 assume you're representing Ms. Higgins
15 for the purposes of the deposition
16 like you did with Mr. Rodriguez?

17 MR. GULICK: Yes.

18 BY MR. UTERMOHLEN:

19 Q. Ms. Higgins, are you familiar
20 with the entity Swatch S.A.?

21 A. That is corporate in Switzerland.

22 Q. Okay.

23 Are you aware whether they own
24 the trademark Swatch?

25 A. No, I don't know.

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2 Q. Are you aware of whether Swatch
3 Group U.S. has a license to use that
4 trademark?

5 A. All I know is that we have the
6 right, we have exclusive distributor for
7 Swatch product in the United States.

8 Q. So all the Swatch branded
9 products in the United States are
10 distributed and sold through Swatch U.S.,
11 that's your understanding?

12 A. Yes.

13 Q. Do you have any understanding as
14 to the legal basis for your authority to do
15 that?

16 A. No.

17 Q. Okay.

18 Other than yourself, who knows
19 more about the marketing of Swatch brand
20 products in the United States?

21 MR. GULICK: Object for the lack
22 of foundation.

23 A. I think -- are you talking
24 current or --

25 Q. Let's start with current.

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2 A. Myself.

3 Q. So you wouldn't be aware of
4 anyone else who would know more about that
5 topic as of now, correct?

6 A. No.

7 Q. How about in 2006, would that be
8 the same answer?

9 A. I don't know, I mean, marketing
10 manager at the time.

11 Q. Who was the marketing manager in
12 2006?

13 A. I do not recall.

14 Q. How about distribution and sales
15 in 2006 of Swatch branded products in the
16 United States, was there anyone other than
17 yourself who would have known more about
18 that?

19 A. Not more, no.

20 Q. And you were not knowledgeable of
21 that at the time, correct?

22 A. 2006, yes.

23 MR. UTERMOHLEN: I have no
24 further questions.

25 FURTHER EXAMINATION

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2 BY MR. GULICK:

3 Q. You previously testified that you
4 had spoken to customers at the Times Square
5 store, correct?

6 A. Uh-huh.

7 Q. Were these people that you spoke
8 with primarily New Yorkers?

9 MR. UTERMOHLEN: Objection.

10 Vague. Lacks foundation.

11 BY MR. GULICK:

12 Q. If you know.

13 A. Oh, from all walks of life,
14 everywhere, foreigners, everybody.

15 Q. Is one of the reasons you
16 selected Times Square because of the foot
17 traffic that's received there?

18 A. Yeah.

19 MR. UTERMOHLEN: Objection.

20 Vague. Leading.

21 A. Yes.

22 Q. Can you tell me again the amount
23 of foot traffic that's received at the
24 Times Square store?

25 MR. UTERMOHLEN: Asked and

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2 answered.

3 REDACTED

4 Q. Do you sell Swatch products all
5 over the country?

6 A. Yes.

7 Q. Are the Swatch retail stores
8 located throughout the country?

9 A. Yes.

10 Q. Can you name the places where the
11 Swatch retail stores are located?

12 A. Yes, the corporate-owned stores?

13 Q. Sure.

14 A. Times Square. Grand Central
15 Station. SoHo. 72nd Street. Broadway and
16 Bleecker. Roosevelt Field. JFK Airport.
17 Newark Airport. Garden State Plaza.
18 Willowbrook Mall. Baltimore. Union
19 Station. Washington D.C. and Pentagon
20 City. Orlando Airport. Orlando Mall.
21 International Plaza in Tampa. Miami,
22 Florida. Coral Gables, Florida. George
23 Bush Airport, Houston. Houston Galleria.
24 Dallas North Park. Chicago, Michigan
25 Avenue. Chicago, Old Orchard. Chicago,

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2 Skokie. San Francisco Airport. San
3 Francisco Downtown -- sorry two locations
4 in San Francisco Airport. United American
5 Airlines. United Airlines -- downtown San
6 Francisco. Palo Alto. Valley Fair,
7 northern California again. Los Angeles
8 Beverly Center. Glendale, California.
9 Costa Mesa, California. Las Vegas, Nevada.
10 Waikiki, Hawaii.

11 And there's two stores in Hawaii,
12 both in Waikiki. Portland, Oregon.

13 Those are just corporate-owned
14 stores.

15 Q. Okay.

16 Do these stores draw customers
17 from every walk of life?

18 A. Yes.

19 Q. From every part of the country?

20 MR. UTERMOHLEN: Objection.

21 Vague. And lacks foundation.

22 MR. GULICK: Let me rephrase the
23 question.

24 BY MR. GULICK:

25 Q. Do these stores that you've

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2 previously mentioned, Swatch stores, draw
3 travelers from all over the country?

4 A. Yes.

5 Q. Do the locations -- do you
6 have -- are you responsible for locations
7 outside of the United States?

8 A. The Caribbean.

9 Q. Do you know roughly how many
10 Caribbean locations you have?

11 A. 22.

12 Q. Do these stores also draw
13 tourists as well?

14 A. Yes.

15 Q. Do they draw American tourists?

16 A. Both, South American, American.

17 **REDACTED**

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21 Q. Do your third-party retailers
22 include department stores?

23 A. Yes.

24 Q. Can you tell me which department
25 stores currently?

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2 A. We are in Nordstrom's, 105 stores
3 of Nordstrom's.

4 Q. And is Nordstrom's, the 105
5 locations, are they located across the
6 country?

7 A. Yes.

8 Q. Your internet sales, do they come
9 from customers across the country?

10 A. Yes.

11 Q. I'm going to ask you to take a
12 look at Exhibit 20. I believe Mr.
13 Utermohlen asked you before if the Swatch
14 mark always appeared with the red and white
15 cross that that appears there.

16 Do you recall saying that yes,
17 that was the case?

18 A. Yes.

19 Q. Do me a favor, on that particular
20 document, it's number 1560, I'll just point
21 you to the style of the particular watch,
22 in the center, is there a red and white
23 cross shape in the center?

24 A. No.

25 Q. Of that watch?

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2 A. No.

3 Q. Does the word mark Swatch appear
4 there in the center of the dial?

5 A. Yes.

6 Q. And it appears without the red
7 and white cross, correct?

8 A. Correct. On all the watches,
9 it's stamped Swatch Swiss inside the bezel.

10 Q. Okay.

11 A. Not the flag inside the bezel.

12 Q. You won't see the flag?

13 A. Correct.

14 Q. In general, do prices of your
15 watches fluctuate?

16 MR. UTERMOHLEN: Objection.
17 Vague.

18 A. It has gotten, there is a price
19 range from 50 to 250.

20 Q. Would you grab Exhibit 22.

21 (Higgins Exhibit 22, Document,
22 marked for identification, as of this
23 date.)

24 MR. UTERMOHLEN: I just want to
25 say that we object to the substance of

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2 this exhibit on the ground of hearsay
3 and lack of foundation.

4 BY MR. GULICK:

5 Q. I'll just ask you to take a
6 minute to review the document. I'm going
7 to direct you to, I believe it's the third
8 page.

9 A. Okay.

10 Q. And I would direct you to what
11 would be the chart that appears with the
12 years and numbers on it.

13 A. Uh-huh.

14 Q. Okay.

15 Are you familiar with those
16 particular numbers?

17 A. I didn't provide them or....

18 Q. Okay.

19 Would this reflect what you would
20 consider the sales in the United States for
21 those particular years?

22 MR. UTERMOHLEN: Objection.

23 Vague and lacks foundation.

24 A. More or less, yeah, uh-huh? Do
25 you believe generally that that would --

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2 Or less, yes.

3 Q. Is it your understanding that the
4 Swatch brand has sold REDACTED of
5 dollars worth of sales in each year for the
6 past decade?

7 MR. UTERMOHLEN: Objection.

8 Lacks foundation.

9 A. Yes.

10 Q. Do you know if there was a
11 particular point in time where there was a
12 particular height in sales of the Swatch
13 product that you're aware of?

14 MR. UTERMOHLEN: Objection.

15 Vague.

16 A. Well, there was absolutely height
17 in 2008.

18 Q. Were there any other department
19 stores besides Nordstrom's that Swatch
20 products were sold?

21 A. Yes.

22 Q. Do you know from historical
23 documents what department stores those
24 would be?

25 A. Yes.

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2 Q. Can you please tell me them?

3 A. Macy's.

4 Q. Okay. Any other one?

5 A. Not to my knowledge.

6 Q. Do you know from historical
7 documents the highest sales number for
8 Swatch products in a single year?

9 MR. UTERMOHLEN: Objection.

10 Calls for hearsay.

11 Q. I'm asking do you know?

12 A. I don't know. I just know the
13 last 10 years, definitely last year was the
14 highest. Previous to that, I don't know.

15 Q. Do you know the particular
16 amount, amount of units sold?

17 **REDACTED**

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23 Q. Has Swatch ever advertised on
24 television?

25 A. Yes.

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2 MR. UTERMOHLEN: I object to that
3 and move that it be stricken.

4 Obviously it's beyond the scope of the
5 cross-examination.

6 Q. Can you tell me where?

7 A. MTV.

8 Q. Do you have a store in the Boston
9 area?

10 A. We did. May I add to that? We
11 are opening in Boston Airport in three
12 months.

13 Q. Are the Swatch stores that are in
14 airports, are they independently run or are
15 they run directly by Swatch?

16 A. Directly by Swatch.

17 Q. Do the airport stores tend to --
18 when you say they're airport stores, are
19 they actually physically located inside the
20 airport?

21 A. Yes.

22 Q. Okay.

23 Would the traffic that comes to
24 those stores, would those tend to be
25 travelers?

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2 MR. UTERMOHLEN: Objection.

3 Vague and lacks foundation.

4 A. Yes.

5 Q. Is part of the reason you place
6 these stores inside airports so that you
7 can attract a wide array of customers?

8 MR. UTERMOHLEN: Objection.

9 Leading.

10 A. High traffic locations.

11 Q. Okay.

12 When you say high traffic
13 locations -- strike that.

14 Why do you select high traffic
15 locations?

16 A. There's more people walking in
17 and i.e. more sales.

18 Q. Okay.

19 A. And Swatch is also, it's a
20 personal purchase, but it's also a gift
21 purchase, so going back to the airports, a
22 lot of people are thinking of gifting,
23 so...

24 Q. You previously mentioned other
25 store locations including Hawaii, I think

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2 Orlando you had mentioned, Chicago.

3 Would these be places that -- why
4 did you select these particular places,
5 cities to have stores, was there a
6 particular reason?

7 MR. UTERMOHLEN: Objection. Lack
8 of foundation. Calls for speculation.

9 Q. Was there a particular reason why
10 you selected Orlando, Chicago, Los Angeles,
11 Times Square, Honolulu as places for
12 locations for Swatch stores?

13 MR. UTERMOHLEN: Same objections.

14 Q. If you know.

15 A. Well, first of all, these stores
16 were already in existence when I started.

17 Q. Do they tend to draw towards
18 traffic?

19 A. Yes, everything. There are some
20 locals. We track tourists versus locals in
21 stores to get an idea of who is coming in,
22 not only the number of people coming into
23 our stores, but who is coming in.

24 Again, there are assumptions that
25 you can kind of guess who is a European or

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2 a tourist versus a local U.S. tourist. So
3 we try to track that. Times Square
4 obviously is, you know, international
5 tourists, there's no doubt about it, 65, 70
6 percent.

7 Q. Does the Swatch store in Hawaii
8 tend to have tourist traffic?

9 A. Less and less unfortunately.

10 Q. Do the Swatch stores in Las Vegas
11 tend to have tourist traffic?

12 A. 100 percent.

13 Q. Do the Swatch stores in Orlando
14 tend to have tourist traffic?

15 A. Venezuelan, 100 percent, a lot of
16 Venezuelan.

17 Q. In addition to Venezuelan
18 tourists, are there U.S. tourists?

19 A. Oh, yes.

20 Q. Visit Orlando?

21 A. Orlando.

22 Q. Times Square?

23 A. Yes, from all over the country.

24 Q. Las Vegas?

25 A. Yes, yes. It's an international

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2 known brand, and so obviously if you're in
3 a mall or at an airport, people will get
4 driven, they'll see it and they'll come to
5 Swatch.

6 Q. You had mentioned previously that
7 often that Swatch products were given as
8 gifts.

9 Do you have an idea of what
10 percentage of the product is considered a
11 gift sale, is purchased for the purposes of
12 a gift?

13 MR. UTERMOHLEN: Objection. Lack
14 of foundation.

15 A. I cannot know what the end use
16 is, yeah.

17 Q. Do you receive information about
18 where goods purchased on the internet are
19 being sent to?

20 A. Yes.

21 Q. Would those sales be across the
22 entire U.S.?

23 MR. UTERMOHLEN: Objection. Lack
24 of foundation. Hearsay.

25 A. Yes, I get a report of where

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2 we're selling across the states and on
3 eCom.

4 Q. And it would be nationwide?

5 A. Oh yeah, yes.

6 MR. GULICK: All right. I have
7 no further questions.

8 MR. UTERMOHLEN: I don't have
9 anything further.

10 (Time noted: 12:53 p.m.)

11

12

13

PATRICIA HIGGINS

14

15 Subscribed and sworn to before me
16 this ____ day of _____, 2009.

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C E R T I F I C A T E

STATE OF NEW YORK)
 : ss.
COUNTY OF NEW YORK)

I, Joan Urzia, a Notary Public
within and for the State of New York,
do hereby certify:

That PATRICIA HIGGINS, the
witness whose deposition is
hereinbefore set forth, was duly sworn
by me and that such deposition is a
true record of the testimony given by
the witness.

I further certify that I am not
related to any of the parties to this
action by blood or marriage, and that I
am in no way interested in the outcome
of this matter.

IN WITNESS WHEREOF, I have
hereunto set my hand this 17th day of
September, 2009.

Joan Urzia

Patricia Higgins

September 10, 2009

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1

2

----- I N D E X -----

3

WITNESS EXAMINATION BY PAGE

4

PATRICIA HIGGINS MR. GULICK 5, 123

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MR. UTERMOHLEN 103

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----- EXHIBITS -----

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HIGGINS FOR ID.

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Torneau and the Swatch Group

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(Continued)

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----- EXHIBITS (Cont'd) -----

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Exhibit 22 Document 129

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Patricia Higgins

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1 DEPOSITION ERRATA SHEET

2 RE: Esquire Deposition Solutions

3 File No. 13529

4 Case Caption: SWATCH, S.A.

5 vs. AMY T. BERNARD

6 Deponent: PATRICIA HIGGINS

7 Deposition Date: September 10, 2009

8 To the Reporter:

9 I have read the entire transcript of my Deposition taken
10 in the captioned matter or the same has been read to me.
11 I request that the following changes be entered upon the
12 record for the reasons indicated. I have signed my name to
13 the Errata Sheet and the appropriate Certificate and
14 authorize you to attach both to the original transcript.

15
16 Page No. _____ Line No. _____ Change to: _____

17 _____

18 Reason for change: _____

19 Page No. _____ Line No. _____ Change to: _____

20 _____

21 Reason for change: _____

22 Page No. _____ Line No. _____ Change to: _____

23 _____

24 Reason for change: _____

25 _____

Patricia Higgins

September 10, 2009

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1 Deposition of PATRICIA HIGGINS

2

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4

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17 Reason for change: _____

18 Page No. _____ Line No. _____ Change to: _____

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20 Reason for change: _____

21

22

23

24 SIGNATURE: _____ DATE: _____

25

PATRICIA HIGGINS

REDACTED

Case 1:11-cv-00434-LO-JFA Document 42-13 Filed 10/23/11 Page 145 of 237 PageID# 1708

EXHIBIT
Higgins 2
9.10.09

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000476

REDACTED

REDACTED

REDACTED

REDACTED

REDACTED

CARIBBEAN LOCATIONS

Store Name		Phone	Address	Address 2
Abbott's/Sterlings 105861	1	011.268.462.3107	PO Box 3411	Heritage Quay
AH Riise 105712 Down Island Traders	1	340.776.2303	37 Main Street	PO Box 6280
Carat 925005	1	011.599.542.2180 011.599.542.2180	26 Frontstreet 26 Frontstreet	
Clamor Impex 412049	2	305.379.1701	11401 NW 12th St 401 Biscayne Blvd #149	Dolphin Mall Bayside Center
Divine 105703	1	011.599.542.9955	35 Frontstreet	St. Rose Arcade #4
Royal Jewels (Gausan Ltd) 929900	1	649.946.4699	PO Box 36 PO Box 36	Arch Plaza, Leeward Highway Arch Plaza, Leeward Highway
The Royal Shop 920015		876.952.2254	38 City Centre Building	
Goldfinger 920010	1	011.590.590.875996	Marina Royale	BP 113 97052 Marigot
Harry Edwards Jewelers 925302	1	758.451.6799	Duty Free Shop	Pointe Seraphine
John Bull Ltd 920025	1	242.322.4252	284 Bay Street	
Kirk Freeport Plaza 920082	2	345.949.7477 x215	Cardinal Avenue	
Monterrey Trading 105184	1		Royal Plaza Mall	
Pieters Jewelry NV 920020	3	011.599.997365833	Promenade Shopping Ctr	PO Box 445

New Acconts 2006				
Caribbean Duty Free 105991 NEW	3	246-431-5542	No 37 Broad Street Cruise Terminal	
DOMESTIC				
Store Name		Phone	Address	Address 2
Tharoo & Co 429820	1	407.264.0200	9101 International Drive	
Alpha Omega 49712	3	617-864-1227 781-272-4016 617-424-9030	Harvard Square Burlington Mall Prudential Center	57 JFK Street 75 Middlesex Turnpike 800 Boylston Street

EXHIBIT**HIGHLY CONFIDENTIAL ATTORNEY EYES ONLY**

000534

Higgins 2
9.10.09

Fortunoff 25190	2	732-602-1000 516-832-9000	Woodbridge Center Westbury Mall	Woodbridge Center Drive 1300 Old Country Road
International Shoppes 42002	4		JFK Airport NY Port Authority	Delta, Amerian T8, T1 625 8th Ave
Timespace 105463	1	781.231.3950	1201 Broadway Unit E113	Square One Mall
Victorinox Stores Inc 3937	2	860.521.1806 914.428.8473	521 West Farms Mall Westchester Mall 4th level	West Farms Mall 125 Westchester Avenue
Prime Time (Cecile Corporation) 812029	2	858.622.1819 619.233.9282	University Town Center 122 Horton Plaza	4545 La Jolla Village Drive
Pierce Jewlers	1	371-574-3333	2778 E 116th Street	Merchants Square
Finesse		212.967.6853	Empire State Building	350 5th Avenue
Empire 5th Avenue 22821	1		Empire State Building	
Fine Jewelry and Watches 412054	1	941-772-5656	5355 Factory Shops Blvd	
DFS 819062	6	650-827-8681 310-348-2678 808-931-2655 323.960.4888	San Francisco Airport Ter G JFK Terminal 4 Los Angeles International DFS Galleria Honolulu International	100 International Loop 380 World Way 330 Royal Hawaiian Ave 6801 Hollywood Blvd
Here to Timbuck Too 236004	1	717-293-8595		46 N Prince Street

New Accounts 2006				
ED Marshall 722806 NEW	1	480-922-1968	10249 N Scottsdale Rd	
Mack to Mack 106053 NEW NOT FOR PUBLIC	1	815-873-9991	4954 Rainbow Ridge	Suite B
South Pacific Partners 106064-NEW NOT FOR US PUBLIC	1	310-301-0721	12815 Coral Tree Place	
Watch Mart (SWI) 40048-NEW	1	954-838-0801	12801 West Sunrise Rd	
Pangborn Design 106096-NEW	2	734-942-6816 313-259-5007	Detroit International Airport River Front Shops	Space L14A Renaissance Center 400 Tower
MK Fashion Watches	2	212-725-2117	1170 Broadway	

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106082				
Studio Pandora 106076	1	406-549-5100	211 N. Higgins Ave	
Scheels 106032	2	701-298-2918	1551 45th Street 1850 Adams Street	#404
Spencer's LTD 175045	60	609-645-5304 609-645-5523	6826 Black Horse Pike	Assorted US locations
Saltzman Jewelers 105850 NEW	1	401.946.0930	1024 Reservoir Ave	
Justice Jewelers 642704 NEW	2	417.881.0551	3520 East Battlefield Rd	
Dwelling Space 106162	1	918-582-1033	119 S. Detroit Ave	
HK Global 106101	5	956-724-6885	1213 Grant Street	
Fashion Time 296800	29			Maryland, Virginia Washington DC
Time After Time 285521	5			Philadelphia Area.
Graffio	1	203-562-5800	28 Orange Street	
B2B				
OC Tanner 685522	1	1-801-483-8317	1930 South State Rd	
Nordic Premium New	1			
E Company Store 106143	1			
		321-649-8200	67 Oak Street 2nd Floor	

05

ester Lampert 349713	1		
Total Accounts 41	163 Doors	NEW ACCOUNT	OPENING SOON

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000537

City	State	Zipcode
St. Johns	Antigua West Indies	
St. Thomas	USVI	00804-6280
Philipsburg	St. Maarten NA	
Philipsburg	St. Maarten NA	
Miami	FL	33132
Philipsburg	St. Maarten	
Providenciales	Turks & Caicos Islands BWI	
Providenciales	Turks & Caicos Islands BWI	
Montego Bay	Jamaica, WI	
Saint Martin	FWI	
Castries	St. Lucia	
Nassau	Bahamas	
Grand Cayman	Cayman Islands, BWI	
Oranjestad	Aruba, NA	
	Curacao NA	
Willemstad	Curacao NA	

Bridgetown	Barbados	
City	State	Zipcode
Orlando	FL	32819
Cambridge	MA	02138
Burlington	MA	02116
Boston	MA	02116

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Woodbridge	NJ	07095
Westbury	NY	11590
Jamacia	NY	11581
New York	NY	10018
Saugus	MA	01906
Farmington	CT	06032
White Plains	NY	10601
San Diego	CA	92122
San Diego	CA	92130
Carmel	IN	46032
New York	NY	10118
Ellenton	FL	34222
San Francisco	CA	94128
Jamacia	NY	11430
Los Angeles	CA	90045
Honolulu	HI	96815
Honolulu	HI	
Hollywood	CA	90028
Lancaster	PA	17603

Scottsdale	AZ	85253
Rockford	IL	61109
Los Angeles	CA	90066
Sunrise	FL	33323
Detroit	MI	48207
Detroit	MI	48243
New York	NY	10001

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Missoula	MT	59802
Fargo Mankato	ND MN	58103 56001
Cranston	RI	02910
Springfield	MO	65809
Tulsa	OK	
Laredo	TX	78040
New Haven	CT	06510
Salt Lake City	UT	84115
Chicago	IL	60611

HIGHLY CONFIDENTIAL ATTORNEY EYES ONLY

000540 :

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000541



FOR IMMEDIATE RELEASE

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**The Swatch Group Announces Retail Partnership With Tourneau
*New Alliance for Premium Outlet Stores Across America***

Geneva, Switzerland, April 6, 2006 —The Swatch Group Ltd, the world's largest watch company, announced today a new retail partnership to open a chain of watch stores in premium outlet malls across the United States with Tourneau, the world's largest watch store, as recognized by Guinness World Records.

The joint venture, doing business under the name Tourneau, includes pioneering new watch retail stores in several luxury outlet malls in the U.S. and signals a new chapter in the relationship between the two industry titans and within the watch category overall.


Commenting on the partnership, Tourneau CEO Robert Wexler said, "It is common to find many luxury brands at premiere outlet malls around the U.S. We are delighted to be taking the watch category into this arena offering a multi-brand experience in partnership with The Swatch Group's many brands."


G. Nicolas Hayek, Jr., CEO of The Swatch Group Ltd said, " American consumers love our brands. Tourneau has since long been one of our strong partners in the U.S and the opportunity to open multi-brand outlet stores looks more than promising."

While no leases have been procured yet, initial plans for the new joint venture include targeting the major luxury outlet malls outside New York City, New York, Los Angeles, California, Las Vegas, Nevada and Orlando, Florida.

EXHIBIT

Higgins 3
9.10.09

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
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
New Core Collection Watches Jewelry Straps & Batteries Service Store Locator Swatch Loyalty Club

DRESS CASUAL CHRONOGRAPH CHRONO PLASTIC **COLLECTIBLES**

Collectibles View Specs Strap

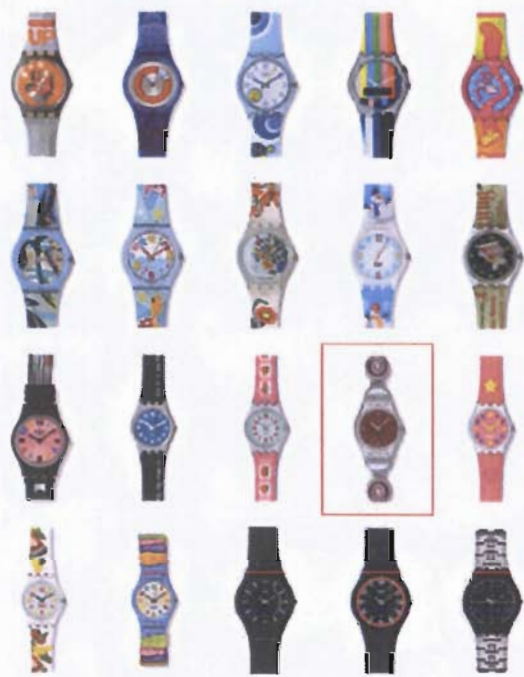
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Watches

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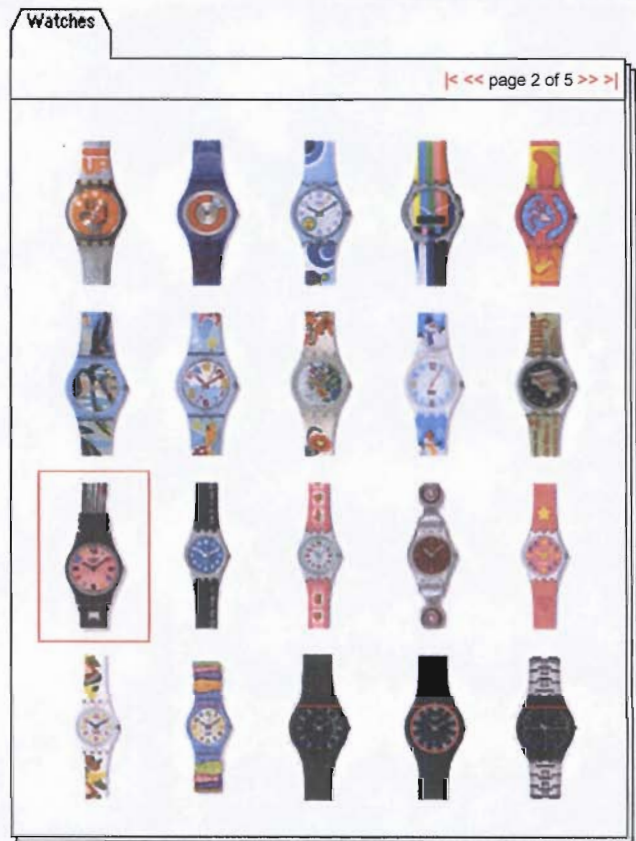
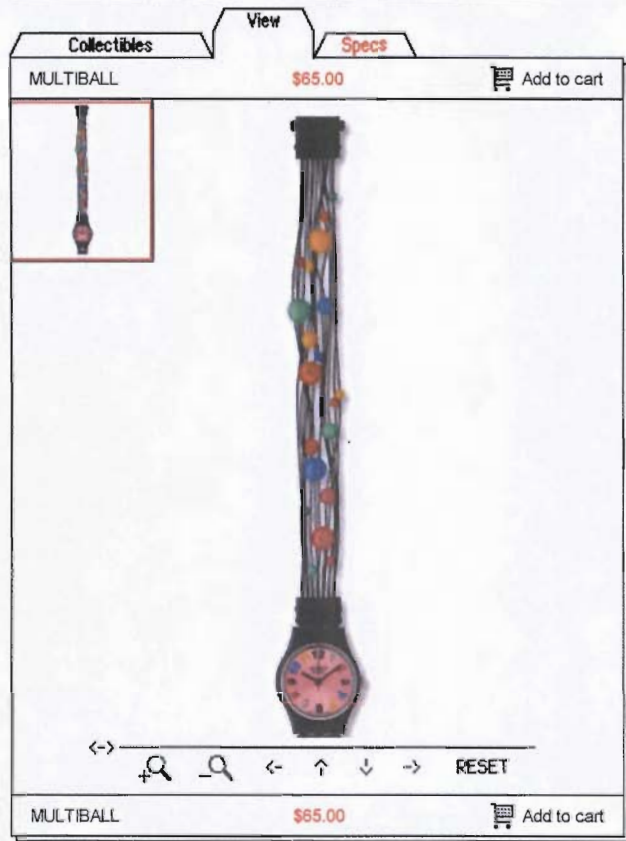
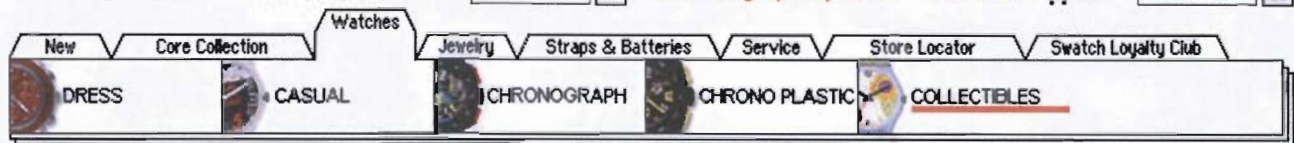
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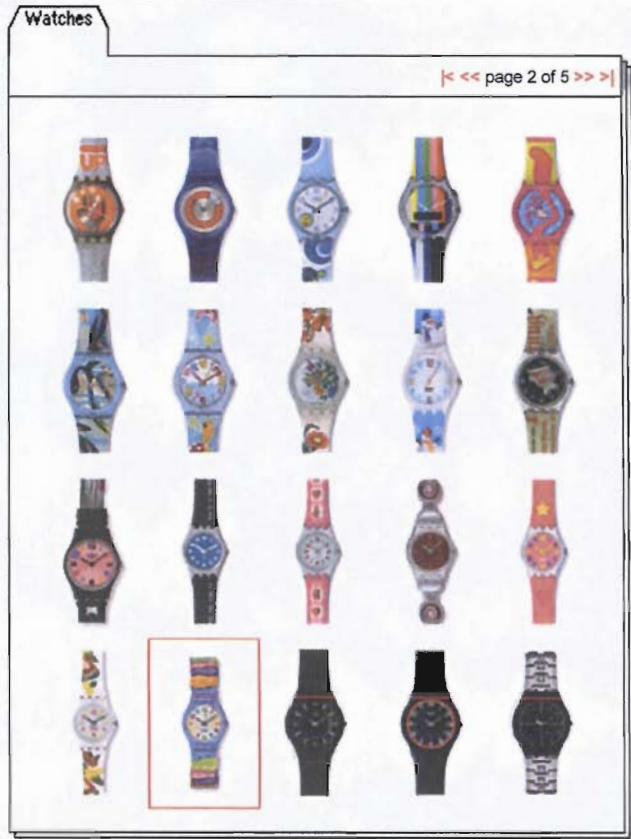
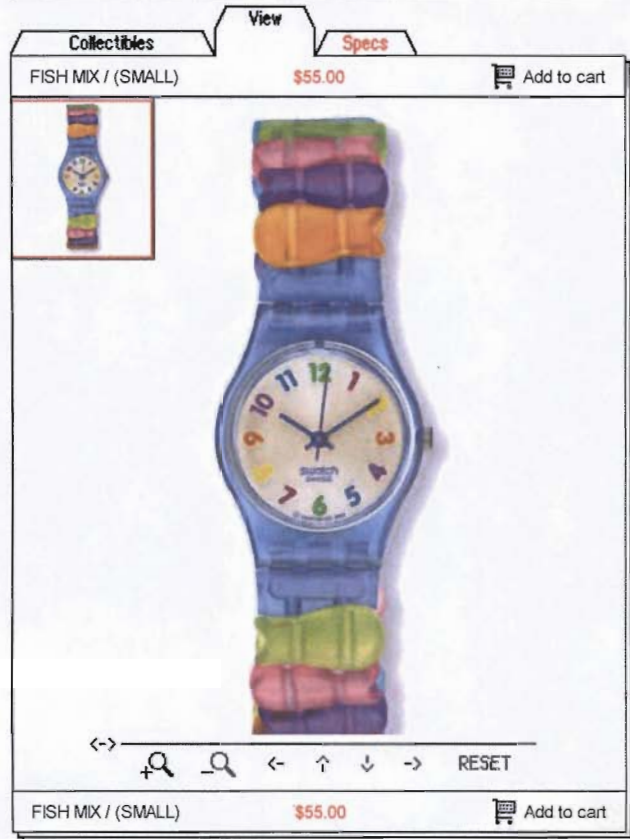
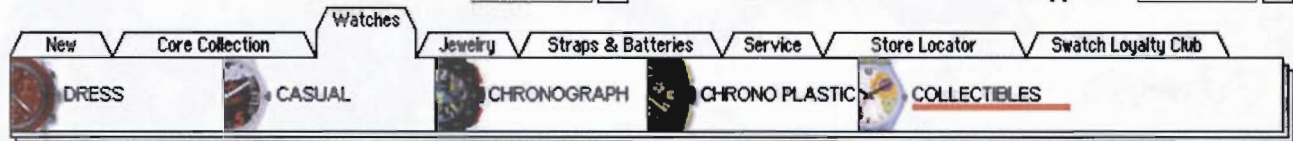
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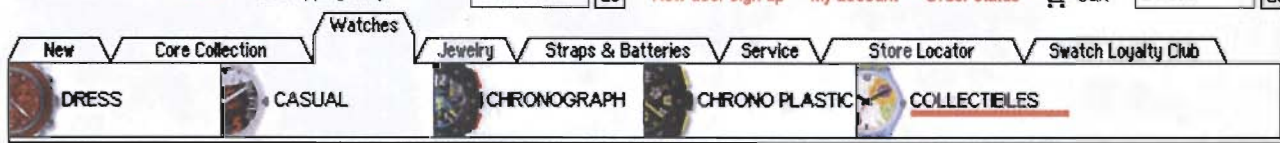
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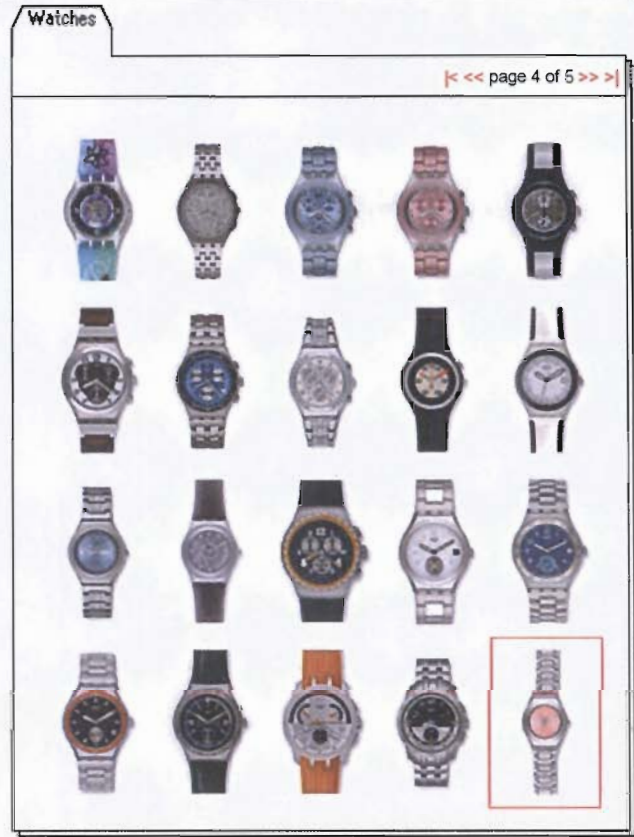
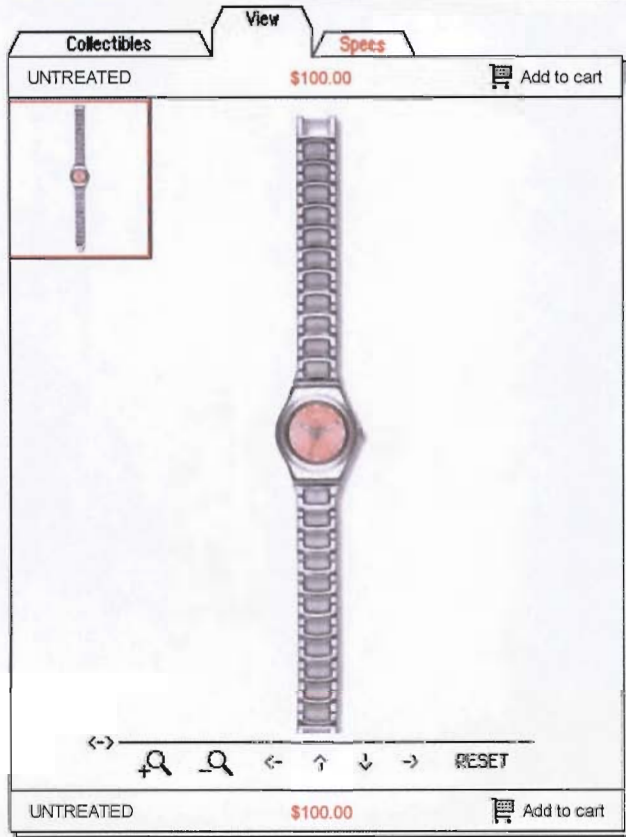
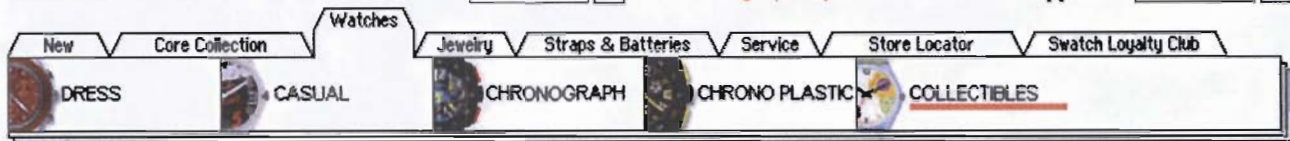
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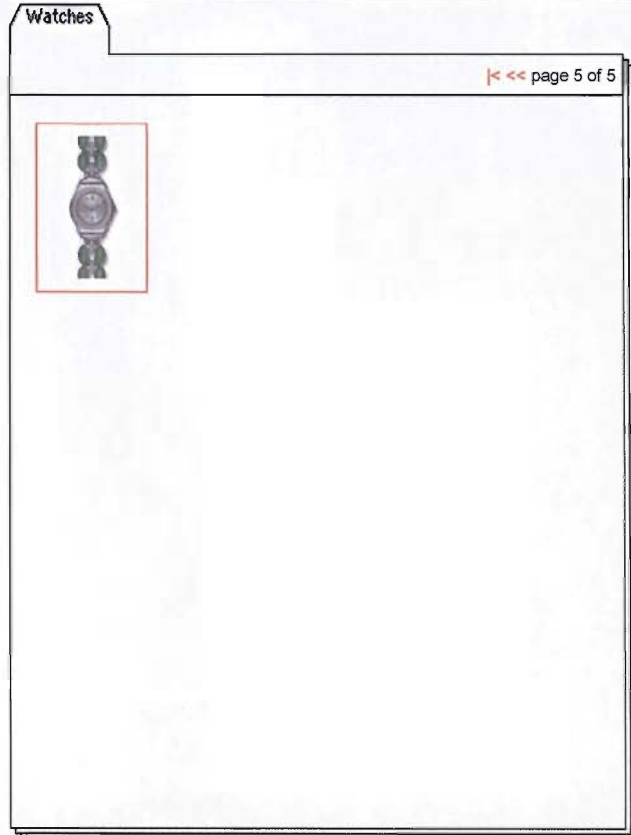
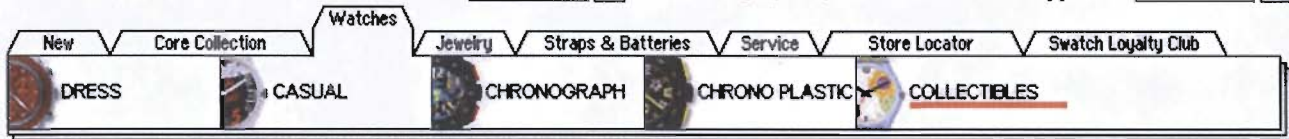


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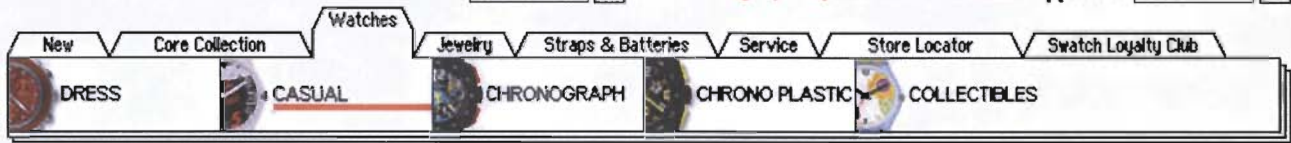
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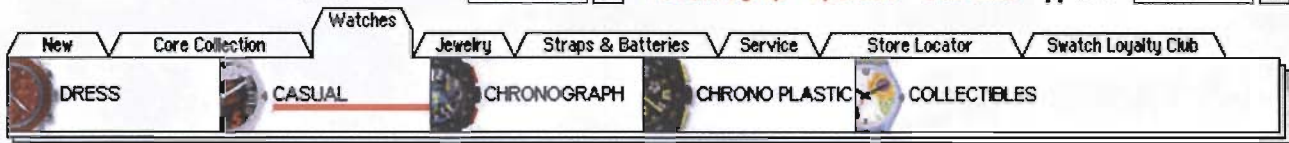
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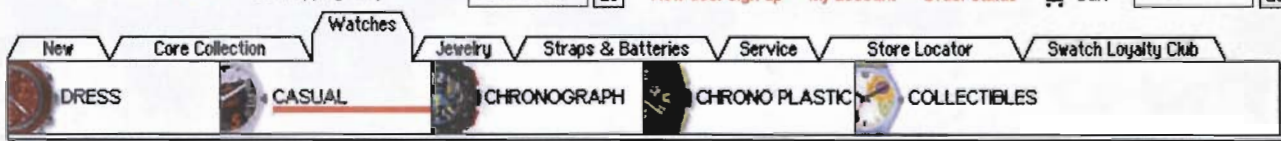
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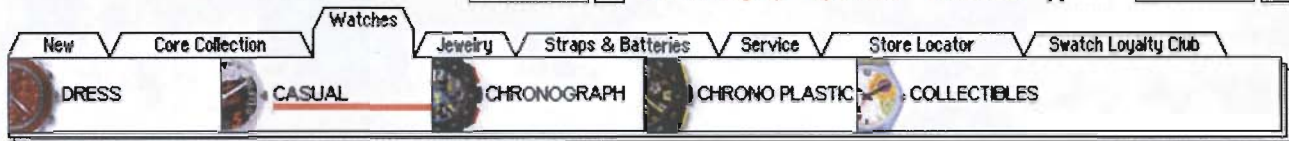
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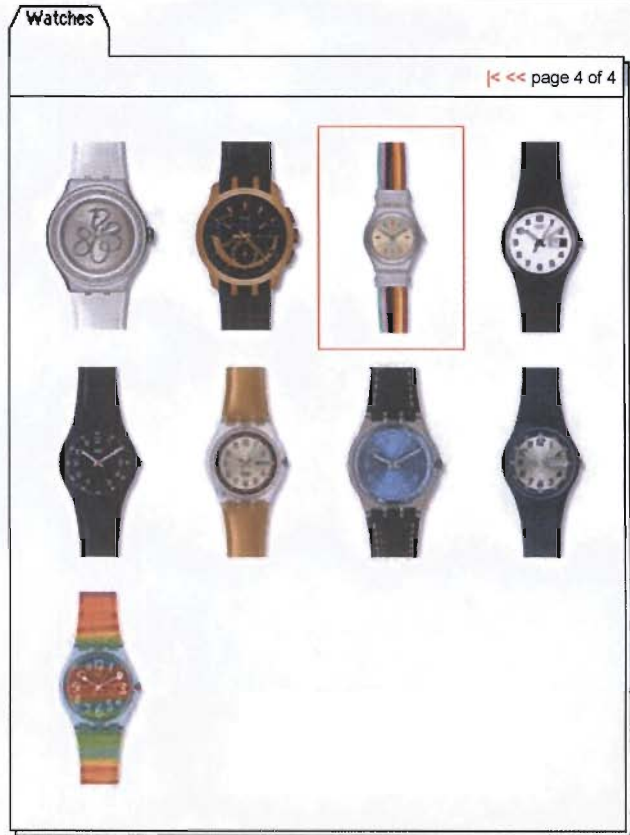
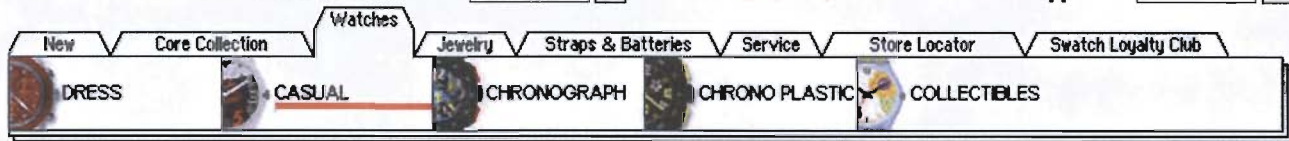
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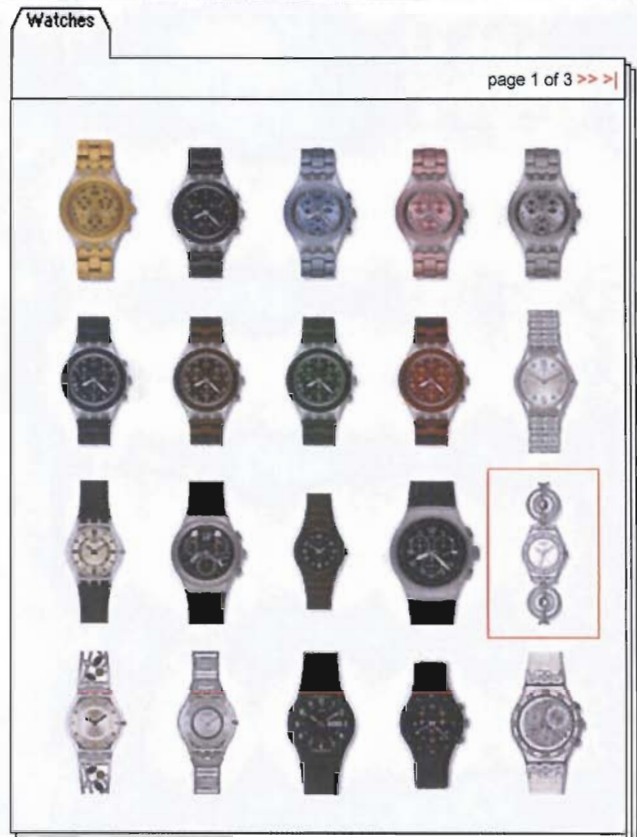
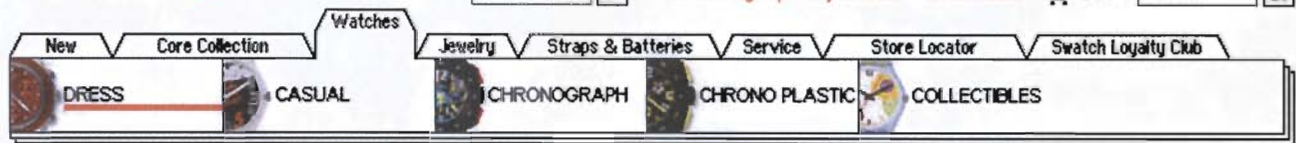
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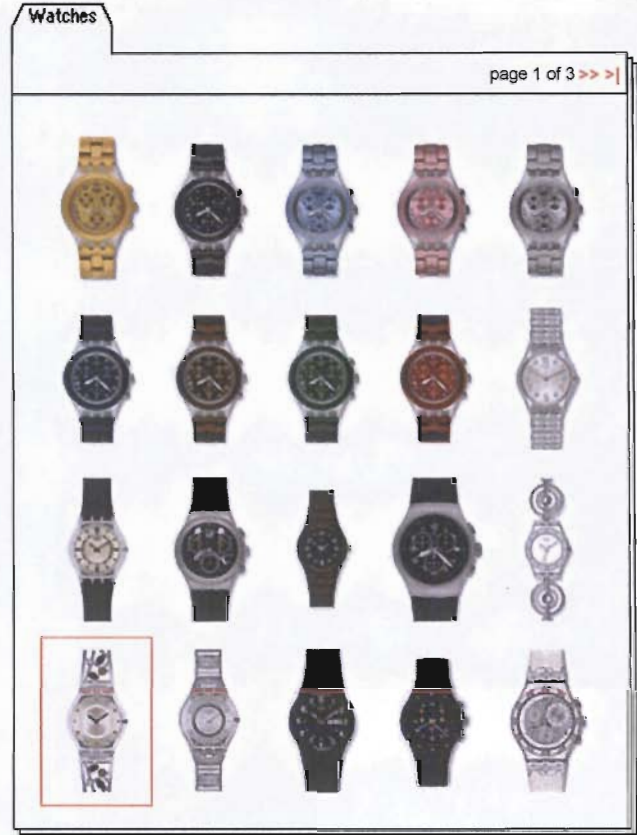
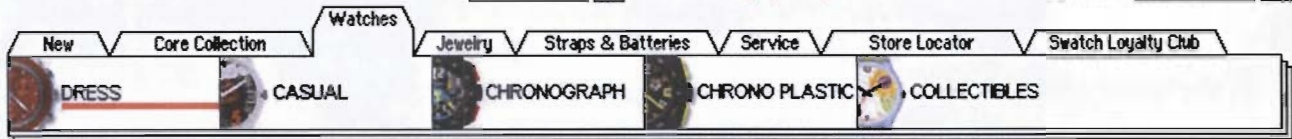
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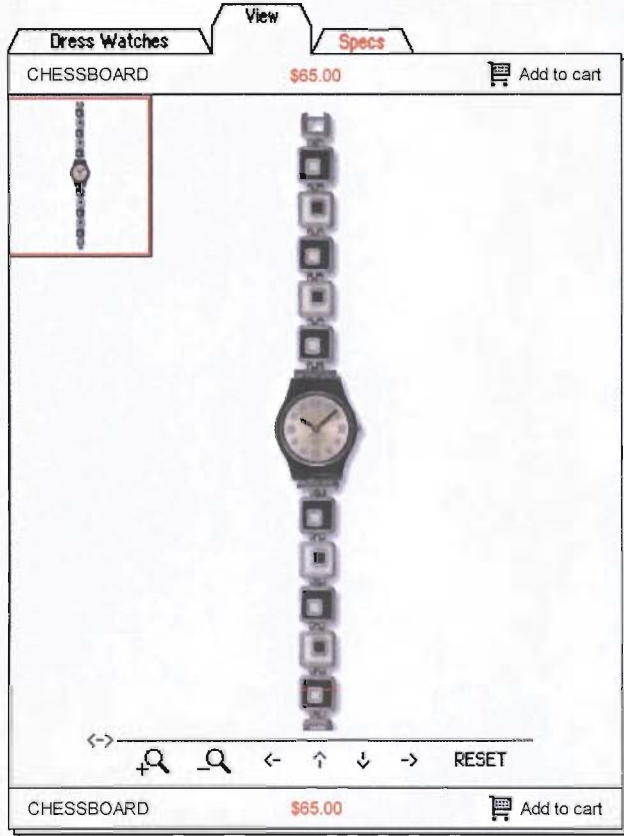
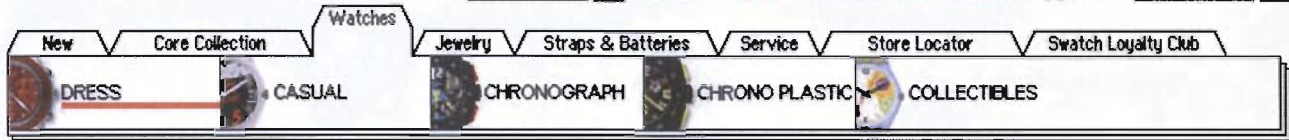
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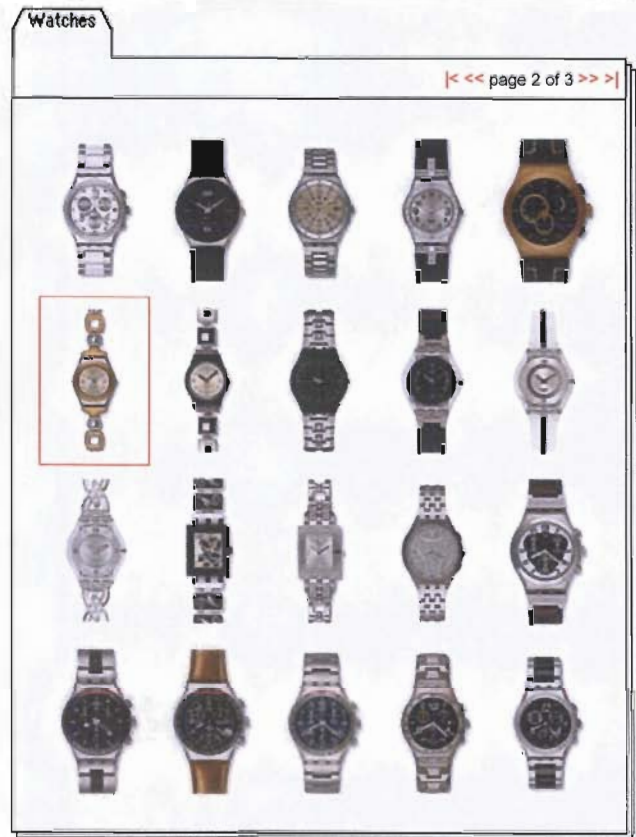
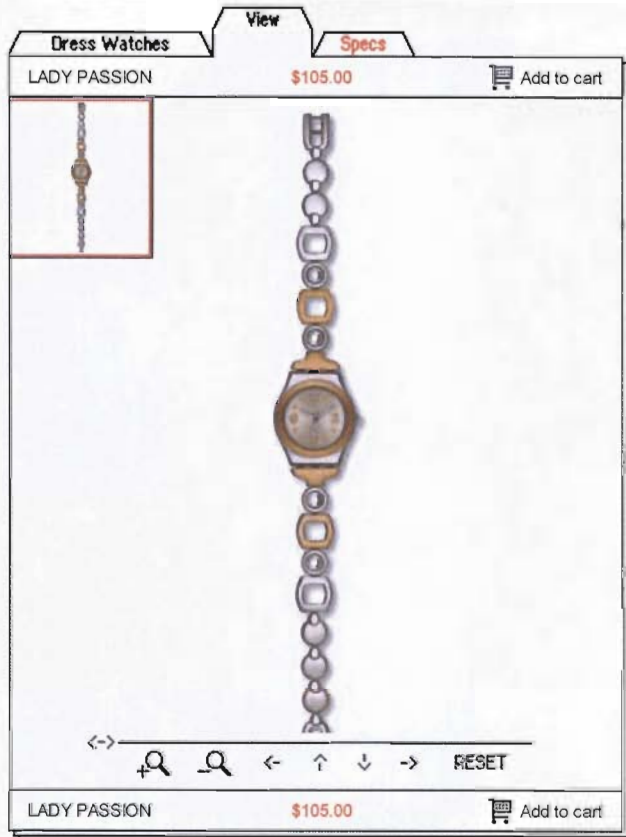
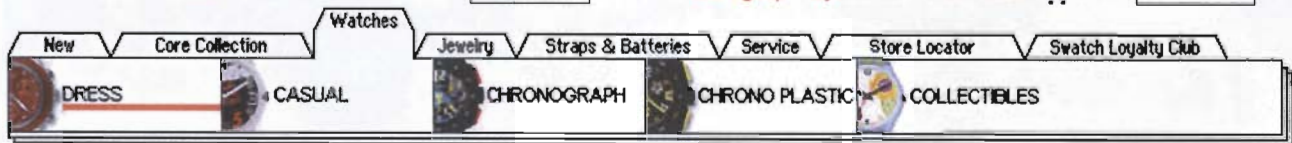
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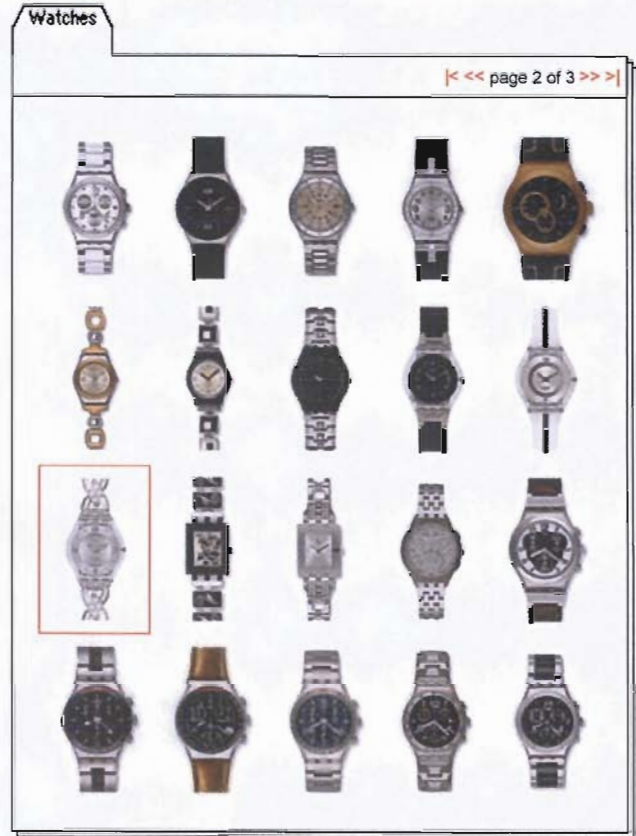
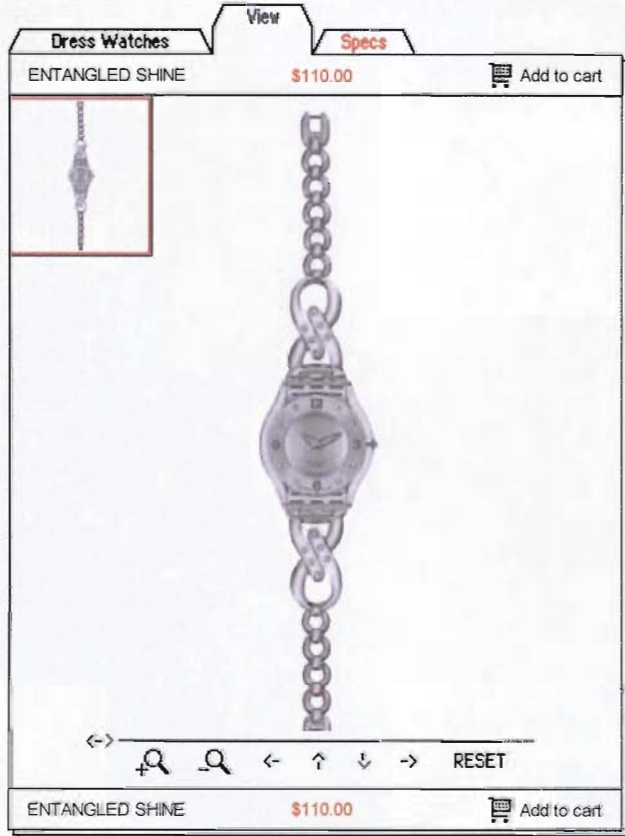
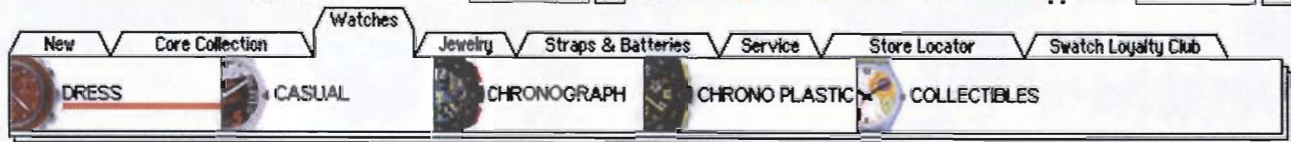
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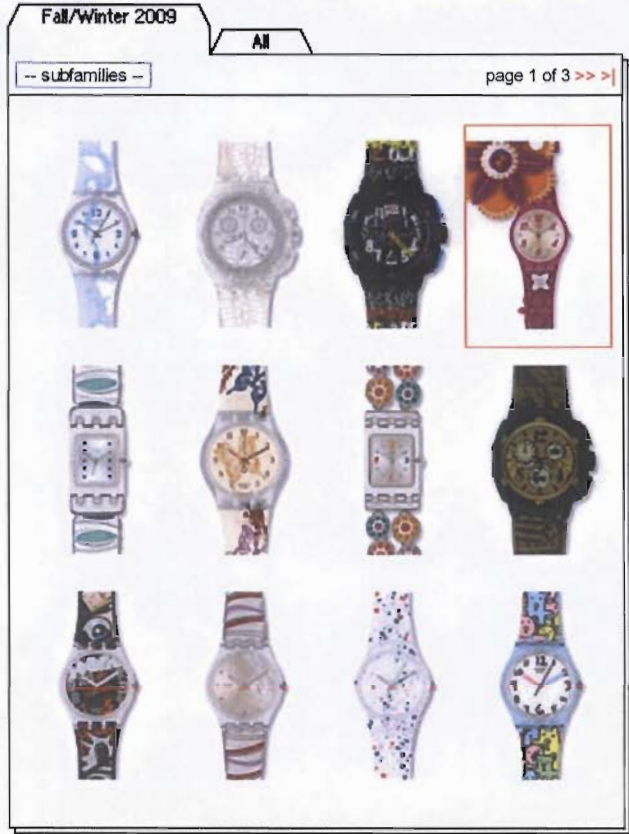
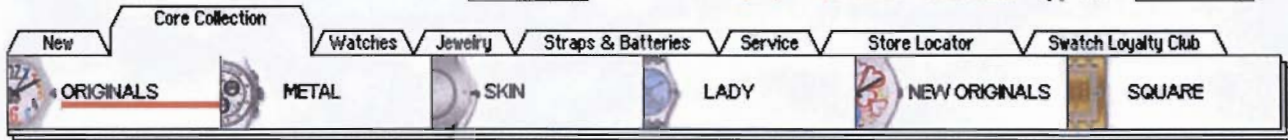
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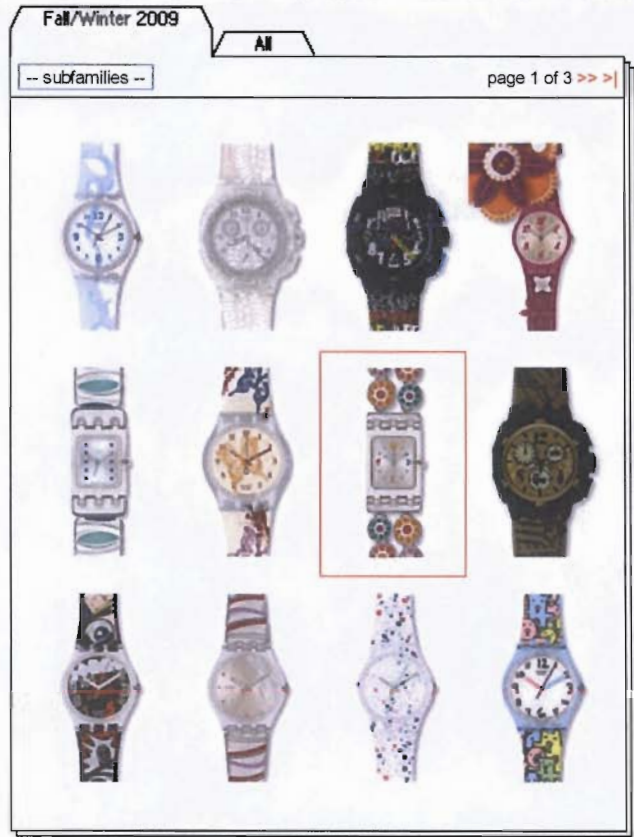
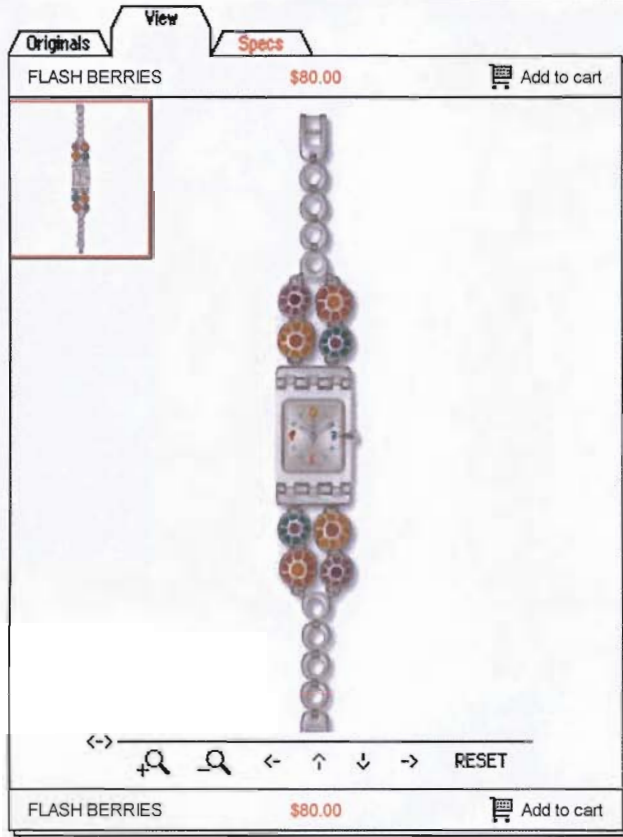
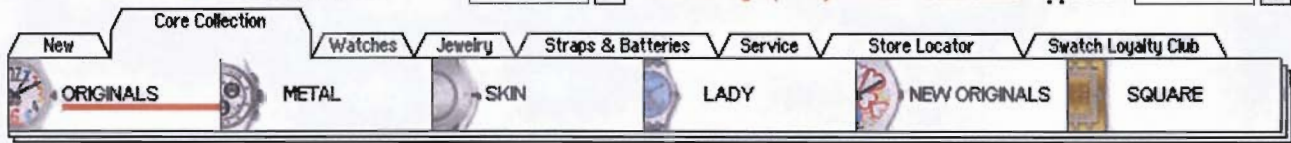
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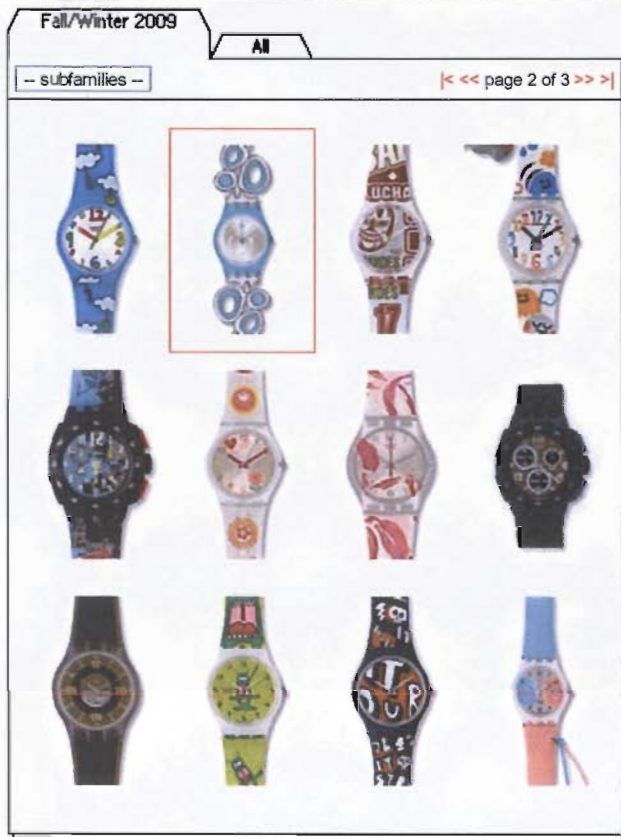
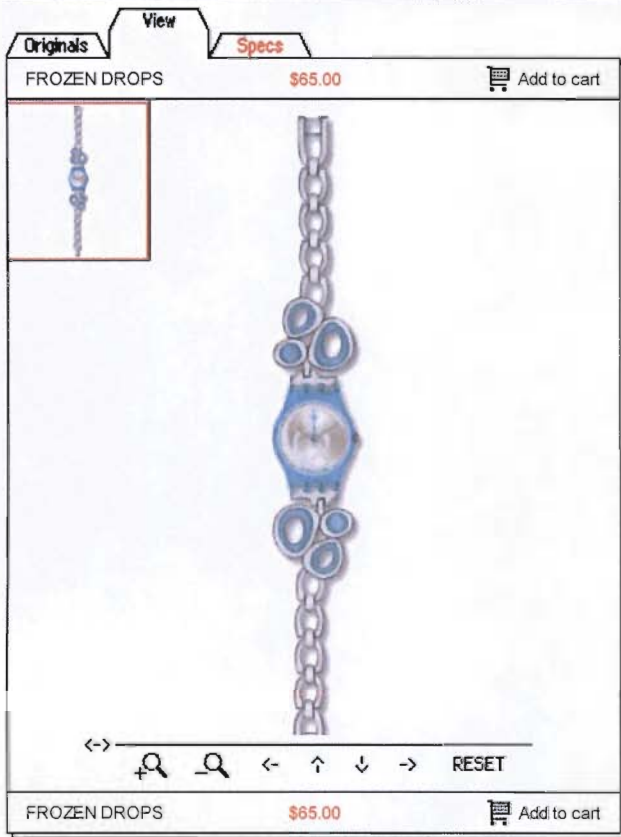
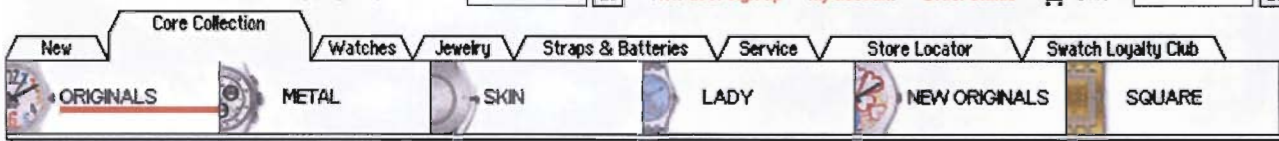
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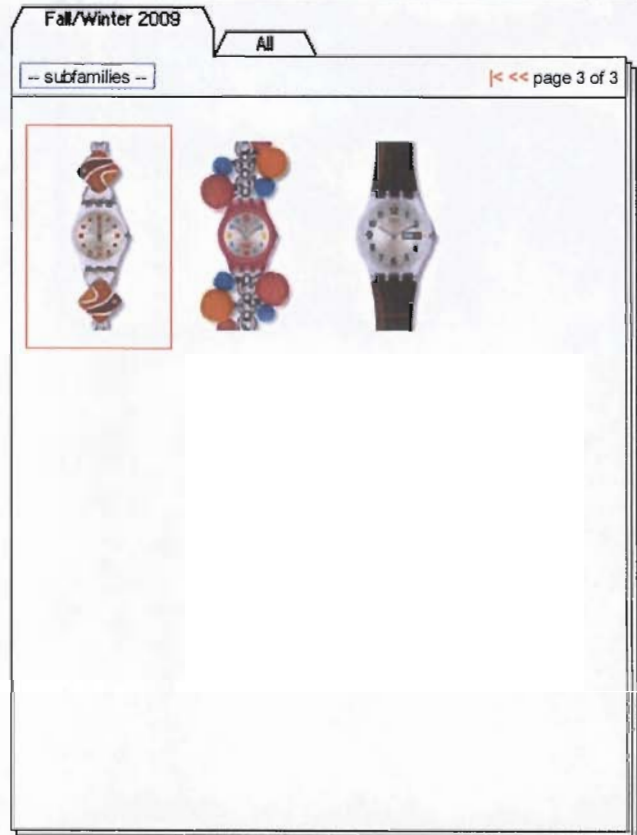
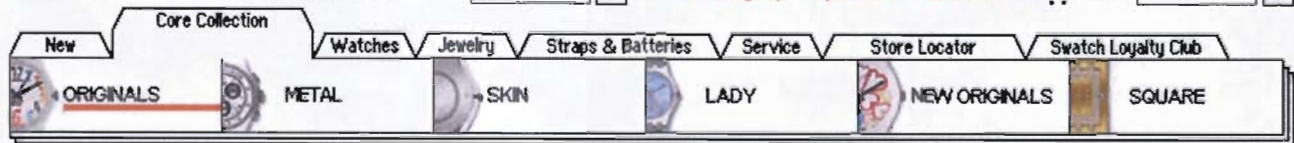
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Swatch Straps & Batteries

Swatch eStore is now offering straps and batteries. When choosing a battery please use the pre-existing battery as a reference. Please rollover the battery symbols to see a listing of watches that the battery supports. Our Strap & Bands section is growing every week, if there is a specific band that you do not see listed please contact customer service.

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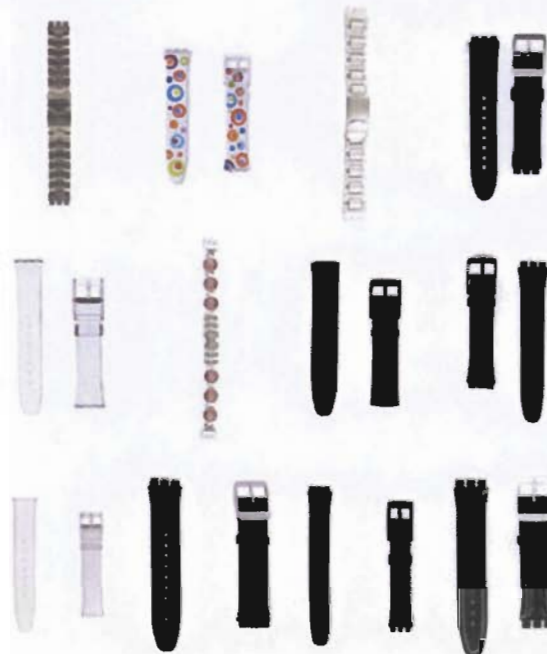
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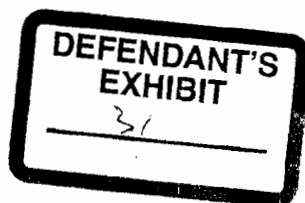
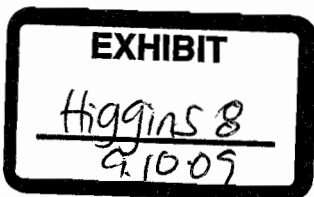
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**SWATCH® PRESENTS ART FOR YOUR WRIST
WITH FALL/WINTER 1996 INTERNATIONAL ARTIST COLLECTION**

NEW YORK, May 20, 1996 -- In 1985, SWATCH released its first-ever Art Special designed by artist Kiki Picasso. Collectors quickly saw their \$40 watch turn into a \$45,000 auction item and the Swatch-collecting phenomenon was born. In Fall 1995, SWATCH decided to add an entire Artist Collection of six watches to each seasonal collection.

This fall, SWATCH introduces its third seasonal Artist Collection featuring watches designed by six international artists --Jim Avignon (Germany), Irit Batsry (Israel), Micha Klein (the Netherlands), Yoko Ono (Japan), Studio Azzurro (Italy) and Victor Vasarely (Hungary).

The watches will be limited in production to 50,000 each worldwide. Swatch Artist

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Collection timepieces are created from standard Swatch "gent" styles, each one engraved with "Limited Edition" and packaged in a specially designed plastic box. Enclosed in each box is a biography and portrait of the artist. In addition to being sold individually for \$60, a limited number of 2,000 boxed sets of the entire collection will also be available.

THE ARTISTS AND THEIR WATCHES

Jim Avignon -- Berliner Jim Avignon is a pioneer of a new style of Pop Art that he calls E-art (Entertaining Art.) His work connects the art world with club culture: his brush strokes move as quickly as a dancer grooving to a techno beat, and his exhibitions more closely resemble rock concerts than gallery gatherings. "*Pop Bones*" is a clear Swatch watch with cartoon-like faces strung across it like a totem pole.

Irit Batsry -- Born in Tel Aviv, Batsry's interest in the arts began during her military service in a kibbutz. Before emigrating to the United States, she received her degree in video art in Jerusalem. In 1992 she was awarded the Guggenheim Foundation Fellowship, and her work in video art and installations has been shown in 26 different countries. "*Hands*" is a sophisticated watch created solely in tones of black and white; the watch's white face sets the stage for an elegant black hand, reminiscent of hand shadow puppetry created on a blank wall.

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Micha Klein – The 32 year-old artist lives in Amsterdam, where he began experimenting in the area of computer graphics in 1986. In 1988, his psychedelic videotapes were shown for the first time at warehouse rave parties in Utrecht.

According to Klein, his images are "part of contemporary culture, and visually strong in order to compete with the visual overload with which mass media confronts us." Klein's brightly colored "*Peace, Love and Happiness*," expresses the artist's hopes for our future on this planet in the years to come.

Yoko Ono – This multi-media artist began her career in the early 1960's, in the field of performance art. Towards the end of that decade, she married singer John Lennon and the two became one of the best known romantic couples in history. They led peaceful anti-war protests like their famous "bed-in," as well as creating experimental films and musical collaborations. Today she continues to stretch the traditional boundaries of sculpture, painting, music and theater. Ono's "*Film No. 4*" features photographic reproductions of an "unknown" nude derriere.

Studio Azzurro – Founded in 1982 in Milan, Italy, Studio Azzurro is comprised of three artists of different disciplines: Fabio Cirifino (photography), Paolo Rosa (visual arts and cinema), and Leonardo Sangiorgi (graphics and animation). Together, the three bring different perspectives to their work in video production and artistic experimentation.

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Studio Azzurro's "*Tempo Naturale*" watch looks as if a single drop of water splashed into a clear blue sea, creating rippling rings of concentric circles across the face and band.

Victor Vasarely – Born in 1906, this Hungarian born artist made his mark on the art world by continually challenging traditional interpretations of art. Through his creative power, he leaves a legacy for future generations of artists, by having opened up an unlimited horizon for new discoveries. 90 year-old Vasarely's watch, "*Keret*," uses a series of translucent gray and white lines to create the optical illusion of a three-dimensional sphere popping off the face of the watch.

The Swatch Fall/Winter 1996 Artist Collection will be available at fine department, jewelry and Swatch Stores nationwide this fall. The collection will also be added to ART TO SWATCH, a traveling exhibition featuring over 60 international artists of various disciplines including Vivienne Westwood, Christian Lacroix, Kenny Scharf, Keith Haring, Mark Kostabi and Robert Altman. Each artist is represented with a piece of his or her original art, as well as the watch they designed for SWATCH.

SWATCH is a division of SMH, Inc. (Swiss Corporation of Microelectronics and Watchmaking Industries, Ltd.), the world's largest watchmaking group. SWATCH is the Official Timekeeper and Scorekeeper of the 1996 Centennial Olympic Games.

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SWATCH® IN A MINUTE

Fast Facts About The Greatest Watch of All Time

The Swatch story is as diverse as the world that makes it tick. Since its launch in 1983, nearly 200 million Swatch watches have been sold in countries all over the world. But SWATCH is more than just a watch – it's an image, an ideal and a culture all of its own. Take a minute to see for yourself...

TIMELY FACTS

- Over 1800 different Swatch watch designs have been created since its launch in 1983
- Every Swatch watch is Swiss made, shock-resistant and water-resistant to at least 30 meters.
- SWATCH creates two seasonal collections each year (Spring/Summer and Fall/Winter) as well as various limited edition specials.
- All Swatch designs originate from the Swatch creative labs in Milan, Italy and SoHo, New York City.

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AHEAD OF ITS TIME

- Swatch quartz watches feature only 51 components – compared to a conventional quartz movement of 91 – resulting in improved accuracy at a lower cost to the consumer.
- Swatch's innovative, technologically advanced production techniques guarantee maximum reliability and durability.
- Swatch the Beep...meshes fashion with function with the first pager incorporated into a wristwatch. This pager, the smallest in the world, can receive and store up to 20 messages.
- Swatch Access...the first electronic ski lift ticket! Currently in use in ski resorts around the world, it contains ski lift data inside a working Swatch watch, allowing access to the slopes without conventional paper tickets. Can also be used for parties, concerts, or sporting events. This is definitely the ticket to the future!
- The Swatch Smart Car...this joint venture with Mercedes Benz will yield the safest, most energy-efficient, most affordable ultra-compact car ever produced. Scheduled for availability in Europe in 1998; in the U.S. by the year 2000.
- Swatch Irony...SWATCH's metal line of watches introduced in 1995. Features solid stainless steel watches and lighter-weight aluminum watches (created through a patented technique called Metal Injection Molding).

SPLIT SECOND TIMING

- SWATCH is the Official Timekeeper and Scorekeeper of the 1996 Centennial Olympic Games in Atlanta.
- SWATCH brings amazing new innovations in timing and scoring to make the Olympic Games more precise, accurate and exciting than ever before.

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- SWATCH's parent company, SMH, has a history of timing Olympic Games. The 1932 Olympic Games in Los Angeles.

ART FOR YOUR WRIST

- Art Specials...once or twice a year, very limited edition watches are released, designed by artists of different disciplines. The first limited edition Art Special Swatch watch was designed by Kiki Picasso in 1985. This \$40 watch later sold for \$45,000 at auction.
- Artist Collections...Swatch celebrates its integral relationship with art and design by including six watches by international artists in every seasonal collection.
- ART TO SWATCH...a traveling exhibition featuring over 60 international artists of various disciplines including Vivienne Westwood, Christian Lacroix, Keith Haring, Robert Altman, Kenny Scharf and Mark Kostabi. Each artist is represented by the Art Special or Artist Collection Swatch watch they created along with a piece of their original art.
- Swatch Museum...opened to the public on March 10, 1995 in Cambridge, Massachusetts. It's located on the ground floor of the World's largest Swatch store in Harvard Square and features a permanent collection of over 900 Swatch styles and original works by Swatch designers.

HOLLYWOOD MINUTE

- Swatch Someone To Watch Award...In March, 1996 Nicolas Cage awarded the second annual Swatch Someone To Watch Award to filmmaker Chris Munch at the Independent Spirit Awards in Los Angeles. The award gives a \$20,000 unrestricted grant to an up-and-coming filmmaker.
- Sightings...In 1996 alone, Swatch watches have been spotted on Sandra Bullock, Laurence Fishburne, Samuel Jackson, Evander Holyfield, Bruce Willis, Hugh Grant and supermodels Frederique and Bridget Hall, to name a few.

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- Swatch at the Oscars...1996 Academy Awards producer Quincy Jones gave Swatch "Happy Joe" Irony watches to all the presenters.

SWATCH WATCHERS

- Swatch The Club...the official Swatch-endorsed collector's club with over 120,000 members worldwide including seven European countries and the United States. Included in the \$80 membership fee is a watch created exclusively for members (a new one each year), national and international newsletters and VIP invitations to special events. The Club's information hotline is (800) U4-SWATCH.

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THERE'S NO TIME LIKE THE PRESENT

SWATCH® 1996 Fall/Winter Collection Defines Contemporary

NEW YORK, May 20, 1996 – Recognizing that Fall 1996 isn't about re-living the fashion of past decades, SWATCH forgoes retro and embraces 1996 wholeheartedly with a collection that is undeniably of the moment. As designers offer long, lean modern silhouettes, SWATCH introduces over 100 new watches that complement this new attitude that celebrates not the forties, sixties or seventies, but 1996.

The Swatch Fall/Winter 1996 Collection takes its cue from the streets of New York, Milan and other urban meccas, offering watches that exude the raw energy that defines a real city. The collection is about what we see on the streets every day, from exit signs in dark movie theaters to caution tape surrounding police barricades. It's about what we hear, how we communicate with one another, who our visionaries are, what our futures hold and how we celebrate life's moments from every day to special occasions.

Created in the Swatch Design Labs in New York and Milan by talented designers who travel the world as well as their own backyard to give birth to their watch designs, the SWATCH Fall/Winter '96 Collection is broken into several themes....

Asphalt

...leads the collection with aggressive timepieces almost literally picked up off the street. "Truck Driver" is strong and oversized, with a band that has the same texture and feel of a rubber tire tread; "Way Out" points you in the right direction with a glow-in-the-dark "exit" sign that stands out against a stark black background; "Caution" stretches across the wrist just like the yellow plastic tape used in construction sites. Borrowing from the kids in the Village who wear their keys on long chain necklaces, Swatch offers "See-U," a reflective Pop Swatch which hangs with a key ring from a bold silver chain. On the other

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side of the street, "Network" represents the hidden life of the city – the cables and wires that connect us all to each other.

(Asphalt screeches to a halt in stores beginning August 15, 1996)

Signs

...truly represents the signs of the times. Three black watches carry bold symbols on their faces commonly seen and used in cities today: "Net" features "@," a character now utilized daily in online communications; "Don't" shows the classic "do not enter" sign on its face; "Straight Up" is a bull's eye.

(Signs show their faces in stores beginning August 15, 1996)

Rising Sun

...captures the excitement of the streets of Hong Kong, Chinatown, Tokyo and Beijing and rolls them on to your wrist. "Ricecake" pays tribute to the most consumed food in the entire world; "Sayonara," features the mysterious face of a Japanese woman; "Lacquerwear" offers the luxury of rich, traditional black and red. "Good Fortune," which features the Japanese symbol for luck on its face, is a terrific gift for a treasured friend or someone embarking on a new chapter in his or her life.

(Rising Sun dawns in stores beginning August 15, 1996)

Classics

...like jeans and a T-shirt, Swatch Classics never go out of style. Simple, yet sophisticated, largely black and white, you can dress them up or dress them down. The essential accessories to a fall wardrobe.

(Classics timelessly appear in stores beginning August 15, and September 15, 1996)

Primaries

...offers colors and textures carefully selected to fit the wardrobe of the style conscious. A new Pop Swatch has been placed on a flexible, soft, fabric "wristband" which offers a

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multitude of possibilities – wear it on your wrist, ankle or use it as a "scrunchie" to tie your hair back!

(Primaries primarily arrive in stores beginning August 15, 1996; secondary and tertiary shipments will follow on September 15, and October 17)

Information Landscape

...welcomes you to the world of communication. It depicts the external side of information gathering in watches like "Devotion," a Swatch loomi whose face shows the classic multi-colored stripe T.V. test pattern that lights up with the touch of a button. The internal side of communication, for instance how information is typed onto a computer screen, then broken up to be sent through the internet, and re-assembled on someone else's computer screen, is shown in watches like "Kon-fusion." "Phone Scan" is a transparent "Jelly Fish" watch with fragmented sentences drifting across the bands in two dimensions, just as they float through phone cables.

(Information Landscape will reach out and touch you in stores beginning September 15, 1996)

Messages

...delivers the advice you need to survive urban life in 1996. Three watches each deliver clear messages to you: "Consider Your Possibilities," "Protect Your Choices," and "Redefine Your Languages."

(Messages will be delivered to stores beginning October 17, 1996)

The Artist Collection

...brings the art and design history of SWATCH to the forefront with watches by six talented contemporary international artists: Jim Avignon (Germany), Victor Vasarely (Hungary), Studio Azzurro (Italy), Micha Klein (the Netherlands), Irit Batsry (Israel)... and you won't want to miss Yoko Ono's (Japan) Swatch watch featuring a photographic image of an "unknown" nude derriere.

(The Artist Collection draws you into stores beginning October 31, 1996)

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Utopia

...gives in to our fascination with outer-space, UFO sightings, alien autopsies and the X Files. It offers a good-natured look at life outside of earth with "Starry Sky," covered with sketched rockets, and "Color Fish," an eye-catching, colorful version of Swatch's classic transparent "Jelly Fish." "Stripp" is a watch that's definitely from another planet — he comes with three "outfits" that slip on and off of the watch band, revealing his bare alien chest in doing so.

(Utopia in-store "sightings" will begin October 17, 1996)

Sparkles

... arrives just in time to dress up the 1996 holiday season. Give one as a gift or stand out from the crowd on New Year's Eve with the perfect accessory to count down to the new year. "Glitter" is pure gold sparkles, while "Cristallo" is a daintier model covered with champagne pink sparkles.

(Sparkles bubbles up in stores beginning November 14, 1996)

Access

...the watch that's also an electronic ski lift ticket at hundreds of resorts around the world, has two new looks. "Drop Out" was made with the snowboarders in mind, while "Direction" is better suited for access to city functions like premieres, concerts, sporting events and parties. This is definitely the ticket to the future!

(Access gains entry to stores beginning November 14, 1996)

Whichever watch you choose, Swatch meshes funky with functional. Every Swatch watch features precision Swiss timekeeping technology and is shock-resistant, water-resistant to at least 30 meters (98 feet) and tested to withstand temperatures from -86 to 122 degrees fahrenheit.

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The Fall/Winter 1996 Swatch Collection is available at fine department, jewelry and Swatch stores nationwide beginning August 15th.

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SWATCH® WATCH CATEGORIES

Swatch

The original Swatch watch in two styles, "Gent" and "Lady:" a thousand colors, a thousand trends, a thousand styles. Pick one that suits your mood, your clothing, or the eyes of your favorite date. (Suggested retail price: \$40.00; \$50.00 for leather or metal bands)

Automatic

While similar in style to the original Swatch watch, the Automatic doesn't require a battery. It winds automatically with the mere movement of your arm, while you're walking, running, driving or hailing a cab. (Suggested retail price: \$70.00; \$80.00 for leather or metal bands)

Chrono

It's more than just a watch -- it's also an infallible chronograph capable of stopwatch timing and delivering times to one-tenth of a second. (Suggested retail price: \$70.00; \$80.00 with leather or metal bands)

Scuba 200

Water-resistant to 200 meters, you can make a splash with it any time, anywhere. (Suggested retail price: \$50.00; \$55.00 with leather or metal bands)

Aqua-Chrono

It's the perfect amphibious watch, pairing the best of the Chrono and the Scuba styles. The oversized sports watch is a chronograph that's water-resistant to 200 meters. (Suggested retail price: \$90.00; \$100.00 for leather or metal bands)

MusiCall

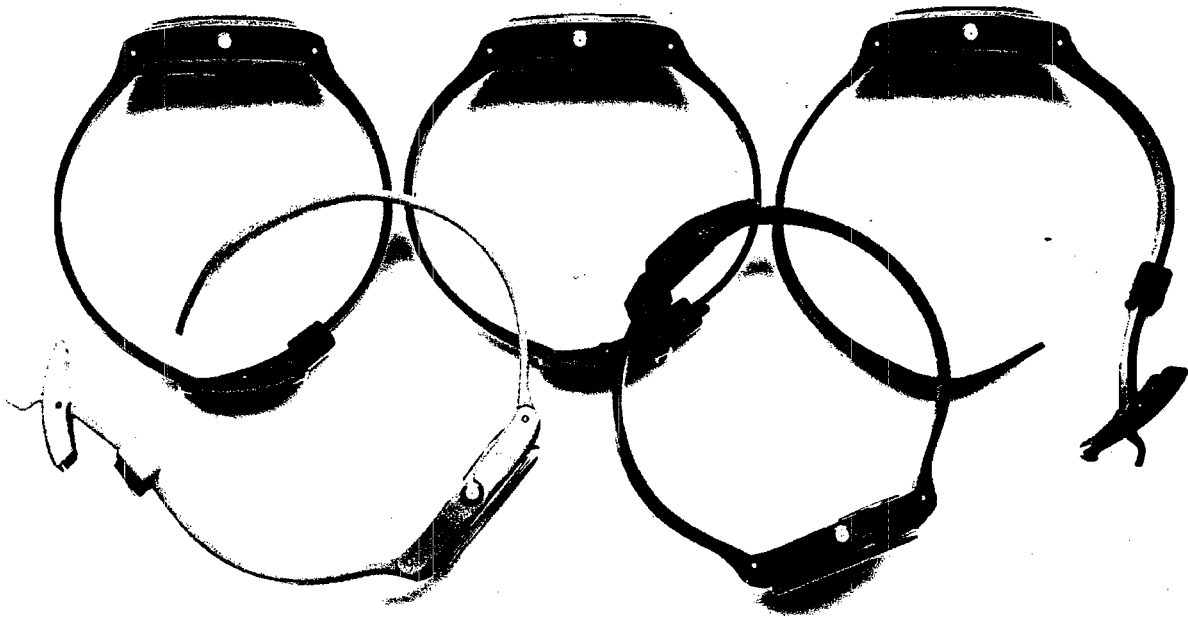
Like other alarm-watches, it reminds you of your appointments. Unlike any other alarm-watch, it plays a melody specially composed by well-known musicians, instead of the predictable digital beep. (Suggested retail price: \$50.00; \$55.00 with leather or metal bands)

POP

Daring, oversized, extravagant. Pop it off its band and wear it on your shirt or lapel. A POP Swatch comes in several different varieties: on an oversized watch band, as a pocket watch with chain and now on a flexible fabric wristband. The POP-UP is a travel alarm pocket watch in one that features a built-in stand and a MusiCall melody. (Suggested retail price: \$40.00 for fabric and leather bands; \$50.00 for pocket watch and POP-UP styles)

Every Swatch is Swiss-made, shock-resistant and water-resistant to at least 30 meters.

Contact: Kris Jones (212) 779-3500



OFFICIAL TIMEKEEPER OF THE 1996 CENTENNIAL OLYMPIC GAMES.

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1978	<p>July: Project outline for the "Delirium tremens": the first fully-integrated production watch requiring no separate mounting plate, with all components assembled unilaterally, and directly in the watch case.</p>	<p>Juli: Die erste zu Papier gebrachte Vision der «Delirium tremens» liegt vor, der ersten vollintegrierten Uhr, bei der die Werkplatte weggelassen wurde und alle Komponenten von der gleichen Seite direkt im Schalenboden eingebaut werden.</p>	<p>Juill.: La première esquisse sur papier de la «Delirium tremens» est disponible. Il s'agit de la première montre entièrement intégrée, sans platine, dont tous les composants sont montés unilatéralement, directement dans le fond du boîtier.</p>	<p>Lug.: Vedono la luce i primi schizzi del «Delirium tremens». Il primo orologio a produzione integrale, assemblabile da un solo lato dall'alto e con una cassa che funge anche da plastrina di montaggio.</p>
1979	<p>Jan. 12: The ASUAG Allgemeine Schweizerische Uhren AG unveils the Delirium to the general public. At just 1.98 millimetres, it is the world's flattest watch.</p> <p>Feb. 20: ASUAG decides to take advantage of the Delirium's fully-integrated manufacturing process (a technical breakthrough) for an inexpensive watch of a new type. The project is provisionally code-named "Delirium vulgare".</p> <p>Oct. 9: ETA SA of Grenchen (a subsidiary of EBAUCHES SA) is awarded the contract for making the "Delirium vulgare", on the basis of an initial specification sheet.</p>	<p>12. Jan.: Die ASUAG Allgemeine Schweizerische Uhren AG stellt die Delirium der Öffentlichkeit vor. Mit einer Gesamthöhe von 1,98 Millimetern ist sie zu dieser Zeit die flachste Uhr der Welt.</p> <p>20. Feb.: Die ASUAG beschliesst, den technischen Erfolg der vollintegriert produzierten Delirium für die Konstruktion einer preiswerten Uhr zu nutzen. Das Projekt heisst zunächst «Delirium vulgare».</p> <p>9. Okt.: Die ETA AG in Grenchen, eine Tochtergesellschaft der EBAUCHES SA, erhält den Auftrag und ein erstes Pflichtenheft für die Konstruktion der «Delirium vulgare».</p>	<p>12 janv.: ASUAG Société Générale de l'Horlogerie Suisse SA présente la Delirium en public. Avec une hauteur totale de 1,98 millimètre, il s'agit, à cette époque, de la montre la plus plate du monde.</p> <p>20 fév.: ASUAG décide d'appliquer la technique à succès de la Delirium, produite de manière entièrement intégrée, à la construction d'une montre bon marché. Le projet porte provisoirement le nom de «Delirium vulgare».</p> <p>9 oct.: ETA SA à Granges, une filiale d'EBAUCHES SA, reçoit un mandat et un premier cahier des charges pour la construction de la «Delirium vulgare».</p>	<p>12 gen.: La ASUAG Société Générale de l'Horlogerie Suisse SA presenta Delirium al pubblico. Con il suo spessore di 1,98 millimetri, esso è all'epoca l'orologio più piatto del mondo.</p> <p>20 feb.: La ASUAG decide di sfruttare la tecnica della produzione integrale, collaudata con successo nella costruzione del Delirium, per la realizzazione di un orologio dal prezzo contenuto. Il progetto viene provvisoriamente battezzato «Delirium vulgare».</p> <p>9 ott.: La ETA SA di Grenchen, un'affiliata della EBAUCHES SA, riceve il mandato, corredato da un primo capitolato d'onori, per la costruzione del «Delirium vulgare».</p>
1980	<p>Jan. 5: ETA present its first outline proposal.</p> <p>March 11: Meeting in Château Vaumarcus, in Switzerland, ETA management decides on the basic procedure to follow.</p> <p>July 1: First preliminary design blueprints, first testing of possible materials.</p> <p>July – Sept.: Technical preparation for the first prototypes, first styling studies.</p> <p>Oct. – Dec.: Finalization of design plans.</p>	<p>5. Jan.: Die ETA legt ein erstes Arbeitspapier vor.</p> <p>11. März: An einer Sitzung auf Schloss Vaumarcus (CH) fällt die ETA-Leitung den Grundsatzentscheid für das weitere Vorgehen.</p> <p>1. Juli: Erster Zwischenbericht über die Konstruktion und die werkstofflichen Untersuchungen.</p> <p>Juli – Sept.: Technische Vorbereitung der ersten Prototypen, erste Designstudien.</p> <p>Okt. – Dez.: Komplettierung der Konstruktionspläne.</p>	<p>5 janv.: ETA présente un premier document de travail.</p> <p>11 mars: Dans le cadre d'une séance au château de Vaumarcus (CH), la direction ETA se réunit pour prendre une décision de principe quant à la suite à donner à ce projet.</p> <p>1^{er} juil.: Premier rapport intermédiaire sur la construction et la recherche de matériaux.</p> <p>Juil. – sept.: Préparation technique des premiers prototypes et premières études de design.</p> <p>Oct. – déc.: Finalisation des plans de construction.</p>	<p>5 gen.: La ETA presenta un primo progetto.</p> <p>11 mar.: Durante una seduta nel Castello di Vaumarcus (CH) la direzione dell'ETA decide sulle modalità di prosecuzione del progetto.</p> <p>1^o lug.: Primo rapporto intermedio sulla costruzione e sulle ricerche sui materiali.</p> <p>Lug. – sett.: Preparazione tecnica dei primi prototipi. Primi studi sul design.</p> <p>Gen. – feb.: Completamento dei piani di costruzione.</p>
1981	<p>Jan. – Feb.: Production of the first models, in black and with variations in shape.</p> <p>June: The watch acquires a shape very close to the one finally adopted. In the meanwhile, the project name has changed from "Delirium vulgare" to "Popularis".</p> <p>July: The first use of the name SWATCH.</p>	<p>Jan. – Feb.: Die ersten Modellformen in Schwarz und in verschiedenen Formen werden hergestellt.</p> <p>Juni: Die Uhr erhält ihre fast endgültige Form und der interne Projektname wird von «Delirium vulgare» auf «Popularis» geändert.</p> <p>Juli: Der Markenname SWATCH entsteht.</p>	<p>Janv. – feb.: Production des premiers modèles en noir et en formes différentes.</p> <p>Juin: La montre obtient sa forme presque définitive, tandis que le nom de projet interne est modifié de «Delirium vulgare» en «Popularis».</p> <p>Juil.: Apparition du nom de marque SWATCH.</p>	<p>Gen. – feb.: Realizzazione dei primi modelli (in nero e in forme diverse).</p> <p>Giu.: L'orologio assume praticamente la sua forma definitiva. Il progetto, internamente denominato «Delirium vulgare», viene ribattezzato «Popularis».</p> <p>Lug.: Nasce il nome SWATCH.</p>

Nov. 11: ETA reaches agreement for a joint venture with an American partner, the intention being to launch Swatch on the US market.

Dec. 1: ETA production department receives contract to develop a Swatch ladies watch. ASUAG/EBAUCHES approves ETA's budget proposal for the development of Swatch.

11. Nov.: Die ETA vereinbart ein Joint Venture mit einem amerikanischen Partner, um die Swatch in den USA zu lancieren.

1. Dez.: Die ETA-Konstruktionsabteilung erhält den Auftrag, eine Lady-Swatch zu entwickeln. Die ASUAG/EBAUCHES bewilligt den Budgetvorschlag der ETA für die Swatch-Entwicklung.

11 nov.: ETA signe un joint-venture avec un partenaire américain pour le lancement de Swatch aux USA.

1^{er} déc.: Le département de construction ETA reçoit le mandat de développement du mouvement Lady-Swatch. ASUAG/EBAUCHES donne son accord à la proposition de budget d'ETA pour le développement Swatch.

11 nov.: La ETA conclude una joint-venture con un partner americano per lanciare lo Swatch negli USA.

1^o dic.: Il reparto costruzione della ETA viene incaricato di sviluppare uno Swatch in misura da donna. La ASUAG/EBAUCHES approva il budget proposto dalla ETA per lo sviluppo dello Swatch.

1982 April: The first Swatch collection proposals are ready.

July: Preparation are made for an initial production run of 300,000 Swatches.

Aug. 25: The ASUAG Steering Committee, which includes Nicolas G. Hayek, approves a budget for the launch of Swatch in the USA, and a line of credit for further Swatch development.

Oct. 21: The Hayek Engineering company's "crash study" makes the following recommendations: 1) Swatch should play a key role in the ASUAG group development strategy; 2) The development of Swatch technology must receive urgent attention; 3) Marketing should be in the hands of an in-house sales organization.

Dec. 14: The Hayek Engineering company's final report recommends the definition of an international marketing concept, and an immediate Swatch launch in Switzerland.

April: Erste Swatch-Kollektionsvorschläge liegen vor.

Julii: Eine erste Vorserie von 300'000 Swatch Watches wird in Angriff genommen.

25. Aug.: Der Steuerungsausschuss der ASUAG, dem Nicolas G. Hayek angehört, bewilligt ein Budget für die Lancierung der Swatch in den USA und einen Kredit für die Weiterentwicklung der Swatch.

21. Okt.: Die «Crash-Studie» der Hayek Engineering AG kommt zu folgenden Ergebnissen: 1. Die Swatch soll ein wesentlicher Bestandteil der Vorwärtsstrategie der ASUAG sein. 2. Die Swatch-Technologie muss dringend weiterentwickelt werden. 3. Ein eigenes Vertriebssystem soll die Kontrolle über den Verkauf sicherstellen.

14. Dez.: Der Abschlussbericht der Hayek Engineering AG empfiehlt die Entwicklung eines internationalen Marketingkonzepts und die sofortige Lancierung der Swatch in der Schweiz.

Avril: Premières propositions de collection Swatch.

Juill.: Production d'une première présérie Swatch de 300'000 pièces.

25 août: Le comité spécial d'ASUAG, dont fait partie Nicolas G. Hayek, donne son accord au budget de lancement Swatch aux USA et octroie un crédit pour la poursuite du développement Swatch.

21 oct.: L'étude «choc» de la Hayek Engineering AG arrive aux conclusions suivantes: 1. Swatch doit être un élément essentiel de la stratégie de l'avant d'ASUAG. 2. Le développement de la technologie Swatch doit être poursuivi d'urgence. 3. Un propre système de distribution doit assurer le contrôle des ventes.

14 déc.: Le rapport final de la société Hayek Engineering AG recommande le développement et le lancement immédiat de Swatch en Suisse.

Apr.: Vedono la luce le prime proposte per una collezione Swatch.

Lug.: Viene prodotta una preserie di 300'000 Swatch.

25 ago.: Il comitato direttivo della ASUAG, di cui fa parte anche Nicolas G. Hayek, approva il budget per il lancio dello Swatch negli USA nonché un credito per il suo ulteriore sviluppo.

21 ott.: Un'analisi di marketing condotta dalla Hayek Engineering AG giunge alle seguenti conclusioni: 1. Lo Swatch dev'essere parte integrante della strategia rivolta al futuro della ASUAG. 2. La tecnologia Swatch dev'essere ulteriormente sviluppata. 3. Un sistema di distribuzione proprio dovrebbe assicurare il controllo delle vendite.

14 dic.: Il rapporto finale della Hayek Engineering AG postula lo sviluppo di un concetto di marketing a livello internazionale e il lancio immediato dello Swatch in Svizzera.

1983 Jan. 27: The ASUAG Steering Committee approves funding for the campaign to launch Swatch in Switzerland, Germany and Great Britain.

March 1: Swatch's hour has come. The "impossible" watch is released to the public: 12 models at prices ranging between SFr. 39.90 and SFr. 49.90, are ready for delivery. Total production for 1983 is set for one million. The press conference is also informed of the 1984 target: 2.5 million Swatches. Shortly afterwards a unit price of SFr. 50 (or its equivalent in other currencies) is decided, for all standard Swatch models, and for both sexes – a price that is maintained through the years.

27. Jan.: Der Steuerungsausschuss der ASUAG bewilligt die Mittel für die Lancierungskampagne der Swatch in der Schweiz, Deutschland und Grossbritannien.

1. März: Die Stunde der Swatch in Zürich wird die «unmögliche» Uhr der Öffentlichkeit präsentiert. Zwölf Modelle zu Preisen zwischen 39.90 und 49.90 Franken sind lieferbar. Für 1983 plant die ETA eine Million Swatches abzusetzen. 1984 sollen es, wie es auf der Pressekonferenz heisst, 2,5 Millionen sein. Kurze Zeit später wird der einheitliche Preis von SFr. 50.– (oder entsprechende Fremdwährung) für alle Swatch-Standardmodelle (Gent und Lady) festgelegt und auch heute noch beibehalten.

27 janv.: Le comité spécial d'ASUAG accorde les crédits nécessaires à la campagne de lancement de Swatch en Suisse, en Allemagne et en Grande-Bretagne.

1^{er} mars: L'heure Swatch: à Zurich, la montre «impossible» est présentée au public. Douze modèles sont livrables, à des prix allant de 39.90 francs à 49.90 francs. Pour 1983, ETA prévoit la vente d'un million de Swatch. En 1984, comme annoncé à la conférence de presse, ce chiffre devrait atteindre 2,5 millions. Peu de temps après, un prix unitaire de SFr. 50.– (valeur correspondante en monnaie étrangère) est fixé pour tous les modèles Swatch standards (homme et dame), ce prix étant valable aujourd'hui encore.

12 gen.: Il comitato direttivo della ASUAG libera i fondi necessari per la campagna di lancio dello Swatch in Svizzera, Germania e Gran Bretagna.

1^o mar.: Scocca l'ora di Swatch: a Zugiro, l'«impossibile» orologio viene presentato al pubblico. I modelli disponibili sono 12, con prezzi da fr. 39.90 a fr. 49.90. Per il 1983, la ETA prevede di vendere un milione di Swatch. E nel 1984, come viene comunicato nel corso della conferenza stampa, questa cifra dovrebbe salire a 2,5 milioni. Poco tempo dopo viene fissato quello che è tuttora il prezzo unitario di tutti i modelli Swatch standard (da uomo e da donna): 50 franchi svizzeri (o il corrispettivo in valuta estera sui diversi mercati).

	<p>Nov.: Conception and planning of the POP Swatch gets under way.</p> <p>Dec. 8: ASUAG and SSIH Société Suisse d'Industrie Horlogère SA merge to form a single group. This new Swiss watchmaking group did not receive its current name until June of 1985: the SMH Swiss Corporation for Microelectronics and Watchmaking Industries Ltd.</p>	<p>Nov.: Konzept und Planung für die POP Swatch werden in Angriff genommen.</p> <p>8. Dez.: ASUAG und SSIH Société Suisse pour l'Industrie Horlogère SA fusionieren. Der neugebildete Uhrenkonzern erhält im Juli 1985 den Namen SMH Schweizerische Gesellschaft für Mikroelektronik und Uhrenindustrie AG.</p>	<p>Nov.: Préparation du concept et de la planification de la POP Swatch.</p> <p>8 déc.: Fusion d'ASUAG et de SSIH Société Suisse pour l'Industrie Horlogère SA. A partir de juillet 1985, la raison sociale du nouveau groupe horloger ainsi formé sera SMH Société Suisse de Microélectronique et d'Horlogerie SA.</p>	<p>Nov.: Vengono avviati i lavori di progettazione e pianificazione per il POP Swatch.</p> <p>8 dic.: La fusione tra la ASUAG e la SSIH Société Suisse pour l'Industrie Horlogère SA dà vita ad un nuovo gruppo che dal luglio 1985 si chiamerà SMH Società Svizzera di Microelettronica ed Orologi SA.</p>
1984	<p>Jan. 17 – 19: Swatch sponsors the Freestyle Ski World Cup in Breckenridge, Colorado (USA).</p> <p>Jan. 20: Swatch No. 1 million rolls off the production line.</p> <p>March 29 – April 5: Erected at the headquarters of Frankfurt's Commerzbank, a 162-metre-long Giant Swatch (weighing no less than 13 tonnes) shows just how high Swatch's ambitions reach – good enough for the Guinness Book of Records.</p> <p>April: Swatch's Paris debut is accompanied by the silken sound of 40 saxophones: Urban Sax and Swatch have arrived!</p> <p>Sept.: The world Breakdance Championship at the New York Roxy inspire the first design of a Swatch Special. Swatch organizes the very first "Street Painting Performance" in Paris.</p> <p>Nov.: On a coast-to-coast tour, the Fat Boys put their considerable weight behind the US launch of the "Granita di Frutta" collection.</p> <p>Dec. 31: By the year's end, ETA's Swatch production amounts to 3,503,000 units.</p>	<p>17. – 19. Jan.: Swatch unterstützt den Freestyle Ski World Cup in Breckenridge (Co.) USA.</p> <p>20. Jan.: Die erste Million Swatches ist produziert.</p> <p>29. März – 5. April: In Frankfurt, am Hauptsitz der Commerzbank, zeigt die Giant Swatch an, was es geschlagen hat. Die 13 Tonnen schwere und 162 Meter lange Uhr bringt Swatch ins Guinness-Buch der Rekorde.</p> <p>April: Unter den Saxophonklängen der Urban Sax, einer 40 Mann starken Band, zieht Swatch in Paris ein.</p> <p>Sept.: Für die World Breakdance Championship im Roxy in New York entwirft Swatch ihre erste Special. Swatch veranstaltet in Paris die erste Swatch "Street Painting Performance".</p> <p>Nov.: Die Fat Boys leihen mit einer USA-Tournee der «Granita di Frutta» beim Debut in Amerika ihr beachtliches Gewicht.</p> <p>31. Dez.: Die ETA produziert bis Jahresende 3.503.000 Swatch Uhren.</p>	<p>17 – 19 Janv.: Swatch apporte son soutien à la manifestation Freestyle Ski World Cup à Breckenridge (Co.) USA.</p> <p>20 Janv.: Le premier million de montres Swatch est sorti de production.</p> <p>29 mars – 5 avril: A Francfort, au siège principal de la Commerzbank, la Giant Swatch indique l'heure. Cette montre d'un poids de 13 tonnes et d'une longueur de 162 mètres fait entrer Swatch dans le Guinness Book des records.</p> <p>Avril: Aux sons des saxophones du groupe Urban Sax, fort de 40 musiciens, Swatch entre dans Paris.</p> <p>Sept.: Création de la première Swatch Special à l'occasion des World Breakdance Championship au Roxy à New York. Swatch organise la première «Street Painting Performance» à Paris.</p> <p>Nov.: Par une tournée aux USA, les Fat Boys soutiennent de tout leur poids le lancement du modèle «Granita di Frutta» en Amérique.</p> <p>31 déc.: A la fin de l'année, la production de ETA atteint 3503000 montres Swatch.</p>	<p>17 – 19 gen.: Swatch sponsorizza la Freestyle Ski World Cup a Breckenridge (Co.) USA.</p> <p>20 gen.: La produzione Swatch raggiunge il primo milione di unità.</p> <p>29 mar. – 5 apr.: A Francforte, presso la sede principale della Commerzbank, è il Giant Swatch a indicare l'ora. Con il suo peso di 13 tonnellate ed una lunghezza di 162 metri, questo imponente orologio fa entrare Swatch nel Guinness dei primati.</p> <p>Apr.: Swatch si dà alla musica ed a Parigi sponsorizza il concerto degli Urban Sax, un complesso di 40 elementi.</p> <p>Sett.: In occasione del Campionato del mondo di breakdance al Roxy di New York, Swatch crea il primo Special. A Parigi, Swatch organizza la prima «Street Painting Performance».</p> <p>Nov.: Con una tournée negli USA i Fat Boys appoggiano il lancio del modello «Granita di Frutta».</p> <p>31 dic.: Gli Swatch prodotti dall'ETA sono 3.503.000.</p>
1985	<p>Jan. 1: Founding of the Swatch SA company, with headquarters in Bienne.</p> <p>Jan. 18 – 20: World Freestyle Celebrity Classic in Breckenridge, Colorado (USA).</p> <p>March 20: The Swatch Art Collection celebrates its première, with a Swatch designed by Kiki Picasso, at an IRCAM art show in the Centre Pompidou, Paris.</p>	<p>1. Jan.: Die Swatch AG mit Sitz in Biel wird gegründet.</p> <p>18. – 20. Jan.: World Freestyle Celebrity Classic in Breckenridge (Co.) USA.</p> <p>20. März: Im Rahmen eines Kunst-Spektakels im IRCAM (Centre Pompidou Paris) feiert die Swatch Art Collection mit einem von Kiki Picasso kreierten Modell ihre Premiere.</p>	<p>1^{er} janv.: Fondation de la société Swatch SA avec siège à Bienne.</p> <p>18 – 20 janv.: World Freestyle Celebrity Classic à Breckenridge (Co.) USA.</p> <p>20 mars: A l'occasion d'une manifestation artistique au Centre Pompidou à Paris (IRCAM), la Swatch Art Collection fête sa première avec un modèle créé par Kiki Picasso.</p>	<p>1^o gen.: Viene fondata la Swatch SA con sede a Bienne.</p> <p>18 – 20 gen.: Swatch al World Freestyle Celebrity Classic a Breckenridge (Co.) USA.</p> <p>20 mar.: Presentato nell'ambito di uno spettacolo-performance organizzato all'IRCAM (presso il Centre Pompidou di Parigi), lo Swatch creato da Kiki Picasso inaugura la Swatch Art Collection.</p>

English

Deutsch

Français

May 25: British artists organize the second "Swatch Street Painting Performance", in London's Covent Garden.

June 14: Some 35 European artists make their way to Basel for the third "Swatch Street Painting Performance".

Sept.: Swatch rolls out the red carpet for Andrew Logan's "Alternative Miss World Show" and its colourful birds of paradise.

Fall: Swatch accompanies the Thompson Twins on their concert tour. Swatch No. 10 million rolls off the production line.

Nov.: "Limelight", the first diamond-studded, but otherwise equally synthetic, Swatch, is the star of a special party held in Los Angeles.

Dec.: The Giant Swatch makes its appearance in Tokyo.

25. Mai: Im Covent Garden in London veranstalten britische Künstler die zweite «Swatch Street Painting Performance».

14. Juni: Fünfunddreissig europäische Künstler ellen nach Basel zur dritten «Swatch Street Painting Performance».

Sept.: Swatch breitet für Andrew Logans «Alternative Miss World Show» und seine bunten Paradiesvögel den roten Teppich aus.

Herbst: Swatch geht mit den Thompson Twins auf Konzert-Tournee. 10 Millionen Swatch sind produziert.

Nov.: Swatch lässt auf einer Party in Los Angeles die Lichter auf «Limelight», der ersten diamant-besetzten Kunststoffuhr, blitzen.

Dez.: Die Giant Swatch wird in Tokio ausgestellt.

25 mai: La deuxième «Swatch Street Painting Performance» est organisée à Covent Garden, à Londres, par des artistes britanniques.

14 juin: Trente-cinq artistes européens se retrouvent à Bâle pour la troisième «Swatch Street Painting Performance».

Sept.: Swatch sort le tapis rouge pour le «Alternative Miss World Show» de Andrew Logan et ses oiseaux de paradis multicolores.

Automne: Swatch part en tournée de concerts avec les Thompson Twins. 10 millions de Swatch sont sorties de production.

Nov.: Pleins feux sur «Limelight», à l'occasion d'une fête organisée à Los Angeles, où Swatch présente la première montre en matière synthétique sertie de diamants.

Déc.: Exposition de la Giant Swatch à Tokyo.

25 mag.: Al Covent Garden di Londra, un gruppo di artisti inglesi organizza la seconda «Swatch Street Painting Performance».

14 giu.: 35 artisti europei si incontrano a Basilea per realizzare la terza «Swatch Street Painting Performance».

Sett.: A Londra, Swatch contribuisce al successo dell'«Alternative Miss World Show» di Andrew Logan e delle sue impossibili «modelle».

Autunno: Swatch in tournée con i Thompson Twins. Gli Swatch prodotti sono 10 milioni.

Nov.: Durante una festa a Los Angeles, Swatch mette in luce «Limelight», il primo orologio che abbina plastica e diamanti.

Dic.: Esposizione del primo giant Swatch a Tokio.

1986 American graffiti artist Keith Haring creates 4 Swatch models.

Jan.: Swatch accompanies Pierre Boulez on his US concert tour.

Jan. - Nov.: Swatch and London's Royal College of Art cooperate on a "Time and Motion" project.

Feb. 1 - 6: Swatch is the main sponsor of the first Freestyle World Championships in Tignes, France.

March: Swatch volunteers to help with the Snowboarding World Championships in Breckenridge, Colorado (USA).

April - Oct.: Giant Swatch lends its unmistakable face to the Swiss Pavilion at Expo 86 at Vancouver, Canada.

June 1 - 2: Swatch participation in the Himalaya Super Marathon over a distance of 200 kilometres, at altitudes ascending from 2000 to 5000 metres.

June 22 - July 7: Quai St-Bernard in Paris is the showplace for the fourth "Swatch Street Painting Performance".

Der amerikanische Graffiti-Künstler Keith Haring gestaltet 4 Swatch Modelle.

Jan.: Swatch begleitet Pierre Boulez auf einer Konzert-Tournee durch die USA.

Jan. - Nov.: Zusammen mit dem Royal College of Art in London realisiert Swatch das Projekt «Time and Motion».

1. - 6. Feb.: Swatch ist Hauptsponsor der ersten Freestyle World Championships in Tignes, Frankreich.

März: Swatch hilft bei den Snowboarding World Championships in Breckenridge (Co), USA, den Sportlern auf die schnellen Bretter.

April - Okt.: Die Giant Swatch gibt dem Swiss Pavillon an der Expo 86 in Vancouver, Kanada, sein unverwechselbares Gesicht.

1. - 2. Juni: Swatch ist beim Himalaya-Super-Marathon dabei: 200 Kilometer von 2000 auf 5000 Meter Höhe.

22. Juni - 7. Juli: Der Quai St-Bernard in Paris ist Schauplatz für die vierte «Swatch Street Painting Performance».

Création de quatre modèles Swatch par Keith Haring, l'artiste américain des graffiti.

Janv.: Swatch accompagne Pierre Boulez en tournée de concerts à travers les USA.

Janv. - nov.: En collaboration avec le Royal College of Art à Londres, Swatch réalise le projet «Time and Motion».

1^{er} - 6 fév.: Swatch est le principal sponsor des premiers Freestyle World Championships à Tignes, en France.

Mars: Swatch soutient les sportifs de la glisse aux Snowboarding World Championships à Breckenridge (Co), USA.

Avril - oct.: A l'Expo 86 à Vancouver, Canada, la Giant Swatch confère au pavillon suisse son aspect unique.

1^{er} - 2 juin: Swatch participe au Himalaya-Super-Marathon: 200 kilomètres entre 2000 et 5000 mètres d'altitude.

22 juin - 7 juil.: Le Quai St-Bernard à Paris est le théâtre de la quatrième «Swatch Street Painting Performance».

L'artista americano Keith Haring crea i suoi 4 Swatch-graffito.

Gen.: Swatch parte con Pierre Boulez per una tournée di concerti negli USA.

Gen. - nov.: In collaborazione con il Royal College of Art di Londra, Swatch realizza il progetto «Time and Motion».

1 - 6 feb.: Swatch è lo sponsor principale dei primi Campionati del mondo di freestyle-skiing a Tignes in Francia.

Mar.: Swatch partecipa ai Campionati del mondo di snowboarding a Breckenridge (Co), USA.

Apr. - ott.: All'Expo 86 di Vancouver (Canada), il Giant Swatch attira l'attenzione di tutti sul padiglione svizzero.

1 - 2 giu.: Swatch alla Super-Maratona dell'Himalaya: 200 chilometri percorsi dai 2000 ai 5000 metri d'altitudine.

22 giu. - 7 lug.: Il Quai St-Bernard a Parigi fa da cornice alla quarta «Swatch Street Painting Performance».

English	Deutsch	Français	Italiano
<p>July – Nov.: The first public exhibition of a complete collection of Swatches takes place at Geneva's exclusive Musée d'Horlogerie et d'Emallerie (watchmaking and enamelling museum).</p> <p>Fall/Winter: Maxi Swatch and POP Swatch launched.</p> <p>Nov.: At Sotheby's in Geneva, 125 Swatches are auctioned off at a benefit for the Red Cross.</p> <p>Dec.: Swatch goes aloft at Japan's Balloon Festival, in Hamishiroro (Japan).</p>	<p>Juli – Nov.: Das exklusive Musée d'Horlogerie et d'Emallerie in Genf öffnet Swatch seine Tore zur ersten öffentlichen Swatch-Ausstellung.</p> <p>Herbst/Winter: Lancierung von Maxi Swatch und POP Swatch.</p> <p>Nov.: Bei Sotheby's in Genf kommen auf einer Wohltätigkeits-Auktion für das Rote Kreuz 125 Swatches unter den Hammer.</p> <p>Dec.: Swatch macht mit am Balloon Festival in Hamishiroro (Japan).</p>	<p>Juill. – nov.: L'exclusif Musée d'Horlogerie et d'Emallerie à Genève ouvre ses portes à la première exposition publique Swatch.</p> <p>Automne/hiver: Lancement de Maxi Swatch et de POP Swatch.</p> <p>Nov.: Chez Sotheby's à Genève, 125 Swatch sont mises aux enchères dans le cadre d'une vente de charité au bénéfice de la Croix Rouge.</p> <p>Déc.: Swatch participe au Balloon Festival à Hamishiroro (Japon).</p>	<p>Lug. – nov.: Il nobile Musée d'Horlogerie et d'Emallerie di Ginevra ospita la prima esposizione pubblica Swatch.</p> <p>Autunno/Inverno: Lancio di maxi Swatch e POP Swatch.</p> <p>Nov.: In occasione di un'asta di beneficenza presso Sotheby's a Ginevra vengono venduti 125 Swatch. Il ricavato è devoluto alla Croce Rossa.</p> <p>Dic.: Swatch partecipa al Balloon Festival a Hamishiroro (Giappone).</p>
<p>1987 Spring: Riding a powerful up-draught, a Swatch kite contest in Haarlem (Netherlands) establishes a new record for the world's longest kite, duly acknowledged by the Guinness Book of Records.</p> <p>Sept.: Thanks to Tokyo's new POP Swatch Clock Tower, the passage of time is all the more remarkable.</p> <p>Nov.: In Japan, Tadanori Yokoo creates a Swatch Art Special.</p> <p>Dec.: The "Bergstrüssli" special Swatch introduces the world to inimitable Swiss styling, from Appenzell.</p>	<p>Frühjahr: Mit kräftigem Aufwind der Swatch steigt in Haarlem (Niederlande) ein Wettbewerb für Papierdrachen. Der längste Vertreter seiner Art steht seither im Guinness-Buch der Rekorde.</p> <p>Sept.: Tokio bekommt mit dem POP Swatch Clock Tower ein völlig neues Zeitgefühl.</p> <p>Nov.: Tadanori Yokoo in Japan kreiert eine Swatch Art Special.</p> <p>Dec.: Mit dem Special «Bergstrüssli» schenkt Swatch der Welt den Appenzeller-Stil.</p>	<p>Printemps: Soutenu par le fort vent ascendant de Swatch, un concours de cerfs-volants est organisé à Haarlem (Pays-Bas). Le plus long de ces cerfs-volants figure depuis lors dans le Guinness Book des records.</p> <p>Sept.: Tokyo découvre un nouveau sens du temps sous forme de POP Swatch Clock Tower.</p> <p>Nov.: Au Japon, Tadanori Yokoo crée une Swatch Art Special.</p> <p>Déc.: Le monde découvre le style appenzellois avec le Special «Bergstrüssli».</p>	<p>Primavera: Con il sostegno di Swatch si tiene ad Haarlem (Olanda) un concorso di aquiloni. Nel cielo s'alza anche l'aquilone più lungo del mondo, un primato che da allora figura imbattuto nel Guinness dei primati.</p> <p>Sett.: Tokio vive un nuovo modo di scandire il tempo: con il POP Swatch Clock Tower.</p> <p>Nov.: L'artista giapponese Tadanori Yokoo crea uno Swatch Art Special.</p> <p>Dic.: Con lo Special «Bergstrüssli», Swatch fa conoscere al mondo lo stile «appenzellese».</p>
<p>1988 Sponsored by Swatch, the Arabi-an rock group Amazulu Concert picks its way through the United Arab Emirates.</p> <p>Jan. 21 – 24: At the Freestyle Ski Championships in Breckenridge, Colorado (USA), Swatch-inspired acrobats make daring leaps.</p> <p>Feb.: "Balloon Spectacular" takes Swatch sky-high in Australia.</p> <p>April – Sept. 6: The Swatch "Impact Tour" on skateboards and BMX bikes takes California by storm.</p> <p>May – Sept.: An US tour for the "Swatch Museum of unnatural History".</p> <p>Sept. 24: 5 watch years and 50 million Swatches: a good excuse for a giant birthday party. The "Swatch Newseum" has its première.</p>	<p>Unterstützt von Swatch tingelt Amazulu Concert, eine arabische Rockgruppe, durch die Vereinigten Emirate.</p> <p>21. – 24. Jan.: Swatch verhilft erneut den Akrobaten an den Freestyle Championships in Breckenridge (Co), USA, zu kühnen Sprüngen.</p> <p>Feb.: Swatch geht beim «Balloon Spectacular» in Australien in die Luft.</p> <p>April – 6. Sept.: Swatch unterwegs mit Skateboards und BMX-Rädern auf der «Impact Tour» in Kalifornien.</p> <p>Mai – Sept.: US-Tournee des «Swatch Museum of unnatural History».</p> <p>24. Sept.: 5 Jahre Swatch – 50 Millionen Swatches: Ein riesengrosses Geburtstagsfest. Das «Swatch Newseum» hat U(h)rauf-führung.</p>	<p>Sponsorisé par Swatch, Amazulu Concert, groupe de rock arabe, se produit à travers les Emirats Arabes Unis.</p> <p>21 – 24 janv.: Grâce à Swatch, les acrobates s'élancent à nouveau pour leurs sauts Intrépides aux Freestyle Championships à Breckenridge (Co), USA.</p> <p>Fév.: Swatch s'envole au «Balloon Spectacular» en Australie.</p> <p>Avril – 6 sept.: Swatch est en route avec skateboards (planches à roulettes) et vélos BMX au «Impact Tour» en Californie.</p> <p>Mai – sept.: Tournée USA du «Swatch Museum of unnatural History».</p> <p>24 sept.: 5 ans de Swatch – 50 millions de Swatch: un anniversaire mémorable. Création du «Swatch Newseum».</p>	<p>Con il sostegno di Swatch. Amazulu Concert, un gruppo rock arabo, si produce in una tournée che lo conduce attraverso gli Emirati Arabi Uniti.</p> <p>21 – 24 gen.: Swatch partecipa nuovamente ai Freestyle Championships a Breckenridge (Co), USA.</p> <p>Feb.: Al «Balloon Spectacular» in Australia, Swatch si libra nell'aria.</p> <p>Apr. – 6 sett.: Swatch on the road: con skateboards e biciclette BMX all'«Impact Tour» in California.</p> <p>Mag. – sett.: Tournée negli Stati Uniti dello «Swatch Museum of unnatural History».</p> <p>24 sett.: 5 anni di Swatch, 50 milioni di Swatch. Due buone ragioni per una megafesta. Inaugurazione dello «Swatch Newseum».</p>

English	Deutsch	Français	Italiano
<p>1989</p> <p>Jan.: In Milan, the "Creative Lab" accepts the challenge of making sure Swatch designs are ever more daring.</p> <p>March: Swatch is there for the St. Moritz Snowboarding World Cup.</p> <p>Spring: The "Swatch Newseum" (an exhibition of all Swatch models) brings the latest Swatch news to every European doorstep.</p> <p>Sept. 13: Switzerland's lucky day, with the launch of a Swatch telecom product, the Twinphone.</p> <p>Fall: Foundation of the Swatch Pro Team for the promotion of unusual sports like skateboarding, mountain-biking, BMX, rollerskating and snowboarding.</p> <p>Oct.: The Mimmo Paladino Swatch Art Special is awarded to 99 international celebrities.</p>	<p>Jan.: Das «Creative Lab» in Mailand wird gegründet und nimmt sich seither voll Phantasie des Swatch Looks an.</p> <p>März: Swatch beim Snowboarding Weltcup in St. Moritz.</p> <p>Frühjahr: Das «Swatch Newseum», eine Ausstellung sämtlicher Swatch Modelle, zeigt ganz Europa seine Neuigkeiten.</p> <p>13. Sept.: Ab jetzt telefoniert die Schweiz schwatzig. Das Twinphone wird lanciert.</p> <p>Herbst: Mit der Gründung des Swatch Pro Teams macht Swatch ungewöhnliche Sportarten möglich (Skateboarding, Mountainbiking, BMX, Rollerskating und Snowboarding).</p> <p>Oktober: Die Swatch Art Special Mimmo Paladino wird an 99 internationale Persönlichkeiten verschickt.</p>	<p>Janv.: Fondation du «Creative Lab» de Milan, qui met depuis lors toute sa fantaisie au service du look Swatch.</p> <p>Mars: Swatch participe à la Coupe du monde de snowboarding à St. Moritz.</p> <p>Printemps: Le «Swatch Newseum», une exposition intégrale de tous les modèles Swatch, part en tournée dans toute l'Europe pour y présenter ses nouveautés.</p> <p>13 sept.: Lancement du Twinphone. A partir de cette date, la Suisse «swatche» au téléphone.</p> <p>Automne: Mise sur pied du Swatch Pro Team pour la promotion des sports nouveaux (skateboarding, mountain-biking, BMX, rollerskating et snowboarding).</p> <p>Oct.: La Swatch Art Special Mimmo Paladino est offerte à 99 personnalités internationales.</p>	<p>Gen.: Viene creato a Milano lo «Creative Lab» che d'ora in poi curerà il look degli Swatch.</p> <p>Mar.: Swatch è presente alla Coppa del mondo di snowboarding a St. Moritz.</p> <p>Primavera: Lo «Swatch Newseum», un'esposizione di tutti i modelli Swatch, parte per un giro dell'Europa.</p> <p>13 sett.: Con il lancio del Twinphone, in Svizzera ha inizio una nuova era del telefono.</p> <p>Autunno: Grazie alla fondazione dello Swatch Pro Team, discipline sportive «impossibili» (skateboarding, mountainbiking, BMX, rollerskating e snowboarding) diventano possibilissime.</p> <p>Ott.: L'Art Special di Mimmo Paladino viene regalato a 99 personalità di fama internazionale.</p>
<p>1990</p> <p>Spring: Launch of the first multi-functional Swatch: the Chrono.</p> <p>May: The "Contrôle Officiel Suisse des Chronomètres" (COSC) in La Chaux-de-Fonds tests 5000 Swatches, and awards 4843 of them certificates as chronometers. In the first Swatch "Race Against Time" Stéphane Schaffter paraglides, skis and races across the Alps.</p> <p>Summer: Swatch launches the Scuba 200 in the USA, designed to give divers accurate readings, even when they're deep into a cocktail glass.</p> <p>Aug. 15: Swatch founds the "Swatch Collectors of Swatch" club.</p> <p>Sept. 12: At a Sotheby auction in Milan, 99 Swatches are bid up to phenomenal prices.</p> <p>Nov. 11 - 17: In the second World Solar Challenge, a solar-powered car race across 3005 kilometres from Darwin to Adelaide, the Swatch-sponsored "Spirit of Biel-Bienne II" leads the field right to the finish line, with an average speed of 65 kph.</p>	<p>Frühjahr: Die Swatch Chrono, die erste multifunktionale Swatch, wird lanciert.</p> <p>Mai: Die «Contrôle Officiel Suisse des Chronomètres» (COSC) in La Chaux-de-Fonds prüft 5000 Swatches und bestätigt 4843 von ihnen mit Zertifikat die Chronometer-Qualität. Im ersten Swatch «Race Against Time» bezwingt Stéphane Schaffter mit Gleitschirm, Skiern und zu Fuss die Alpen.</p> <p>Sommer: In den USA taucht die Swatch Scuba 200, eine bunte Taucheruhr, auf, die sich auf dem Grunde von Cocktailgläsern bestens bewährt.</p> <p>15. Aug.: Swatch gründet den «Swatch Collectors of Swatch» Club.</p> <p>12. Sept.: Auf einer Auktion von Sotheby's in Mailand werden 99 Swatches zu spektakulären Preisen versteigert.</p> <p>11. - 17. Nov.: Im zweiten World Solar Challenge über 3005 Kilometer von Darwin nach Adelaide (Australien) fährt die von Swatch unterstützte «Spirit of Biel-Bienne II» der Konkurrenz mit einer Durchschnittsgeschwindigkeit von 65 Stundenkilometern als Siegerin davon.</p>	<p>Printemps: Lancement du Chrono Swatch, la première Swatch multifonction.</p> <p>Mai: Le «Contrôle Officiel Suisse des Chronomètres» (COSC), à La Chaux-de-Fonds, teste 5000 montres Swatch et accorde à 4843 d'entre elles le certificat de chronomètre. Au cours de la première compétition Swatch «Race Against Time», Stéphane Schaffter triomphe des Alpes en parapente, en skis et à pied.</p> <p>Été: La Swatch Scuba 200 arrive aux USA, une nouvelle montre de plongée multicolore, aussi à l'aise sur fond de verre de cocktail qu'à 200 mètres de profondeur.</p> <p>15 août: Swatch fonde le club des «Swatch Collectors of Swatch».</p> <p>12 sept.: 99 Swatch sont mises aux enchères chez Sotheby's à Milan, à des prix spectaculaires.</p> <p>11 - 17 nov.: Lors du deuxième World Solar Challenge sur 3005 kilomètres, de Darwin à Adélaïde (Australie), le véhicule solaire «Spirit of Biel-Bienne II», sponsorisé par Swatch, échappe à tous ses concurrents et sort vainqueur de la course avec une vitesse moyenne de 65 kilomètres à l'heure.</p>	<p>Primavera: Lancio dello Swatch Chrono, il primo Swatch multifunzionale.</p> <p>Mag.: Il «Contrôle Officiel Suisse des Chronomètres» (COSC) con sede a La Chaux-de-Fonds testa 5000 Swatch. Il risultato: 4843 hanno diritto al certificato che ne garantisce la qualità di cronometri. Nell'ambito del primo «Swatch Race Against Time», Stéphane Schaffter parte dal Monte Bianco e, alternando marce, discese con gli sci e voli in parapendio, raggiunge l'Alpe d'Huez.</p> <p>Estate: Negli USA la in sua apparizione lo Swatch Scuba 200, un nuovo coloratissimo orologio da sub che si trova a suo agio anche sul fondo di un bicchiere.</p> <p>15 ago.: Swatch fonda lo club «Swatch Collectors of Swatch».</p> <p>12 sett.: Nell'ambito di un'asta organizzata da Sotheby's di Milano vengono venduti a prezzi spettacolari 99 Swatch.</p> <p>11 - 17 nov.: La «Spirit of Biel-Bienne II», l'auto solare patrocinata da Swatch, vince la seconda World Solar Challenge percorrendo i 3005 chilometri che separano Darwin da Adelaide (Australia) alla media di 65 chilometri orari.</p>

English	Deutsch	Français	Italiano
<p>1991 Through the streets of Hong Kong rolls a new Swatch tram.</p> <p>The Portuguese capital, Lisbon, decides to brighten up its public transport system with three gaily-decorated trolley buses – "à la Swatch".</p> <p>March: Swatch breathes life into the Super Fundoor indoor wind-surfing event at Bercy, near Paris.</p> <p>March 27 – 31: Swatch Wind Speed Championship at Saintes-Maries-de-la-Mer, France.</p> <p>April 6 – 7: The Swatch "Spirit of Biel-Bienne II" wins the "Solar & Electric 500" race in Phoenix, Arizona.</p> <p>April 17: In a Swatch "Race Against Time", free climbing adept Stefan Glowacz takes just seven hours to scale the peaks of seven high-rise buildings in Frankfurt, including one which, at 169 metres, is the highest office block in Germany.</p> <p>July 4: Swatch and Volkswagen form the SMH-Volkswagen AG company to develop an "environment-friendly" city car.</p> <p>June – Aug.: The "Swatchetables" of Alfred Hofkunst prevent peace from breaking out in Swatch's international markets.</p> <p>Aug. 1: On this Swiss national day, Swatch (the 5th national language!) celebrates the Confederation's 700th anniversary with an Art Special dedicated to each of the four language regions.</p> <p>Sept. 12 – 30: A remarkable display, "Swatch & Swatch", unites all 729 Swatch models, and 290 variations, in a decorative Venetian palace: Palazzo Vendramin Calergi.</p> <p>Sept. 24: Swatch news headlines are dominated by the launch of the first mechanical Swatch – the Automatic – and of the new Swatch eyes collection of interchangeable, clip-on sunglasses!</p> <p>Dec.: Swatch Telecom introduces the Swatch Pager, developed by ETA engineers: the world's first analogue wristwatch with an integrated radio-receiver, which is the smallest of its kind.</p>	<p>Durch Hongkong rollt ein Swatch Tram.</p> <p>In Lissabon tragen drei Trolley-Busse der städtischen Verkehrsbetriebe den Swatch-Look.</p> <p>März: In Bercy bei Paris sorgt Swatch am Super Fundoor (Indoor Windsurfing) für guten Wind.</p> <p>27. – 31. März: Swatch Wind Speed Championship in Saintes-Maries-de-la-Mer, Frankreich.</p> <p>6. – 7. April: "Spirit of Biel-Bienne II" gewinnt die "Solar & Electric 500" in Phoenix, Arizona.</p> <p>17. April: In einem Swatch "Race Against Time", klettert der Free Climber Stefan Glowacz in sieben Stunden auf sieben Hochhäuser in Frankfurt. Eines davon ist mit 169 Metern das höchste Bürogebäude in Deutschland.</p> <p>4. Juli: Swatch und die Volkswagen AG gründen zur Entwicklung eines umweltfreundlichen Stadtautos die SMH-Volkswagen AG.</p> <p>Juni – Aug.: Die "Swatchetables" von Alfred Hofkunst sorgen auf internationalen Märkten für Aufruhr.</p> <p>1. Aug.: Swatch, "the 5th national language", feiert mit vier Art Specials den 700sten Geburtstag der Schweiz.</p> <p>12. – 30. Sept.: Im eleganten Palazzo Vendramin Calergi in Venedig zeigt Swatch an der Ausstellung "Swatch & Swatch" ihre 729 Modelle und 290 Varianten.</p> <p>24. Sept.: Zwei Neuheiten werden lanciert: Die Swatch Automatic (erste mechanische Uhr der Swatch) und Swatch eyes (Sonnenbrillen-Kollektion mit auswechselbarem Clip).</p> <p>Dez.: Swatch Telecom präsentiert den von den ETA-Ingenieuren entwickelten Swatch Pager, die erste analoge Armbanduhr mit integriertem Funkrufempfänger. Er ist der kleinste seiner Art.</p>	<p>Un tram Swatch traverse Hong Kong.</p> <p>A Lisbonne, trois trolleybus des transports municipaux affichent le look Swatch.</p> <p>Mars: Swatch assure un bon vent au Super Fundoor (Indoor Windsurfing) à Bercy, près de Paris.</p> <p>27 – 31 mars: Swatch Wind Speed Championship aux Saintes-Maries-de-la-Mer, en France.</p> <p>6 – 7 avril: Le véhicule solaire "Spirit of Biel-Bienne II" gagne la course du "Solar & Electric 500" à Phoenix, en Arizona.</p> <p>17 avril: Dans le cadre d'une nouvelle compétition Swatch "Race Against Time", le champion de l'escalade libre, le free-climber Stefan Glowacz réussit à vaincre, à Francfort, sept buildings en sept heures, dont l'un représente, avec ses 169 mètres, le bâtiment administratif le plus élevé d'Allemagne.</p> <p>4 juil.: Swatch et Volkswagen AG fondent la SMH-Volkswagen AG, destinée au développement d'une voiture de ville respectant l'environnement.</p> <p>Juin – août: Les "Swatchetables" d'Alfred Hofkunst mettent les marchés internationaux en effervescence.</p> <p>1^{er} août: Swatch, "the 5th national language", fête le 700^e anniversaire de la Suisse avec quatre Art Specials.</p> <p>12 – 13 sept.: Exposition "Swatch & Swatch" de tous les 729 modèles Swatch et leurs 290 variantes, dans le cadre de l'élégant Palazzo Vendramin Calergi à Venise.</p> <p>24 sept.: Lancement de deux nouveautés: la Swatch Automatic (première montre mécanique de Swatch) et les Swatch eyes (collection de lunettes de soleil avec clips interchangeables).</p> <p>Déc.: Swatch Telecom présente le Swatch Pager, le plus petit dans son genre, développé par les ingénieurs d'ETA. Il s'agit de la première montre analogique avec recherche de personne intégrée.</p>	<p>A Hong Kong circola un tram Swatch.</p> <p>A Lisbona, tre filobus dell'azienda municipale si presentano in un nuovo look: quello Swatch.</p> <p>Mar.: Grazie a Swatch, i partecipanti al Super Fundoor (windsurf indoor) a Bercy presso Parigi hanno il vento in poppa anche al coperto.</p> <p>27 – 31 mar.: Swatch Wind Speed Championship a Saintes-Maries-de-la-Mer in Francia.</p> <p>6 – 7 apr.: La "Spirit of Biel-Bienne II" vince la "Solar & Electric 500" a Phoenix (Arizona).</p> <p>17 apr.: Nell'ambito del concorso Swatch "Race Against Time", il free-climber Stefan Glowacz scala in sette ore sette grattacieli di Francforte, tra cui quello che con 169 metri è l'edificio amministrativo più alto della Germania.</p> <p>4 lug.: Allo scopo di sviluppare una city-car ecologica, Swatch e Volkswagen fondano la SMH-Volkswagen AG.</p> <p>Giu. – ago.: Gli "Swatchetables" di Alfred Hofkunst mettono in subbuglio i mercati di frutta e verdura del mondo intero.</p> <p>1^o ago.: Swatch il "5th national language", festeggia il 700^o compleanno della Svizzera con quattro Art Specials.</p> <p>12 – 30 sett.: Al Palazzo Vendramin Calergi di Venezia, Swatch presenta "Swatch & Swatch", un'esposizione di tutti i suoi 729 modelli e di 290 varianti.</p> <p>24 sett.: Lancio di due novità, ossia Swatch Automatic (il primo Swatch meccanico) e Swatch eyes collezione di occhiali da sole con montatura a frontale intercambiabile).</p> <p>Dic.: Swatch Telecom presenta Pager. Concepito dagli ingegneri della ETA, esso è il primo orologio da polso analogico con un cerapersona (il più piccolo della sua specie) integrato.</p>

1992 "Swatch Newseum" tours the USA.

March 9: Nicolas G. Hayek, Chairman of the Board of Directors and CEO of SMH/Swatch gives his views on industry's environmental responsibilities in the General Assembly Hall of the United Nations in New York, and shows the way with "Time to move", a Swatch Automatic.

April 7: Grenchen, 8:40 hours Central European Time: the 100 Millionth Swatch comes down the ETA assembly line.

April 10 - 12: Snowboarding Festival in Serra da Estrela, Portugal.

Spring: Launch of the first Swatch timing piece, Stop-Watch.

April 28: Nicolas G. Hayek presents a selection of Swatches to the Musée International d'Horlogerie in La Chaux-de-Fonds, Switzerland, for its permanent collection.

May - June: "El Paso del Tiempo" is the theme for Swatch activities at EXPO 92 in Sevilla, Spain. On show at the Casa de la Caridad: a Sam Francis Art Special.

June: Part of the exhibition "L'expo manifeste à Beaubourg", Swatch enters the permanent collection of the Centre Pompidou in Paris.

Summer: The Twintam arrives: a refinement of the Twinphone, it has an integrated answering service.

Aug. 30: The "Spirit of Biel-Bienne II" finishes second in the competition in Noto, Japan.

Sept.: The "Blackbox" exhibition in Berlin features the entire Swatch range of products, displayed according to product type.

Sept. 25 - 27: "Swatch The World", a multi-cultural spectacular, celebrates the 100 millionth Swatch, against the backdrop of the Matterhorn (Zermatt).

Oct.: A special exhibition in Lingotto (Turin), Italy, covers all aspects of Swatch communications, 1983 - 1992.

Tournée des «Swatch Newseum» durch die USA.

9. März: Nicolas G. Hayek, Präsident und Delegierter des Verwaltungsrats SMH/Swatch, spricht im Plenarsaal der UNO in New York über die Verantwortung der Industrie für die Umwelt und setzt mit der «Time to move», einer Swatch Automatic, ein Zeichen.

7. April: Grenchen 8 Uhr 40 MEZ: Die 100 000 000ste Swatch läuft bei der ETA vom Band.

10. - 12. April: Snowboarding Festival in Serra da Estrela (Portugal).

Frühjahr: Die Stop-Watch, die erste Stoppuhr der Swatch wird lanciert.

28. April: Nicolas G. Hayek übergibt der permanenten Sammlung des Musée International d'Horlogerie in La Chaux-de-Fonds eine Anzahl von Swatches.

Mai - Juni: «El Paso del Tiempo» ist das Thema der Swatch-Aktivitäten rund um die EXPO 92 in Sevilla (Spanien). In der Casa de la Caridad wird die Sam Francis Art Special vorgestellt.

Juni: Im Rahmen der Ausstellung «L'expo manifeste à Beaubourg» wird Swatch in die permanente Sammlung des Centre Pompidou in Paris aufgenommen.

Sommer: Das Swatch Twinphone wird zum Twintam weiterentwickelt, ein Telefon mit integriertem Telefonbeantworter.

30. Aug.: Die «Spirit of Biel-Bienne II» stellt sich in Noto (Japan) der Konkurrenz und fährt auf Platz 2.

Sept.: Die Ausstellung «Blackbox» in Berlin zeigt das Gesamtwerk Swatch, aufgeteilt in verschiedene Bereiche.

25. - 27. Sept.: «Swatch The World»: Ein multikulturelles Spektakel in Zermatt zur Feier der 100 millionsten Swatch.

Okt.: In einer Gesamtausstellung zeigt Swatch in Lingotto (Turin, Italien) alle Aspekte der Swatch Kommunikation 1983 - 1992.

Tournée du «Swatch Newseum» à travers les USA.

9 mars: Nicolas G. Hayek, président et administrateur délégué du Conseil d'administration SMH/Swatch, parle dans la salle plénière de l'ONU, à New York, de la responsabilité de l'industrie face à l'environnement et lance un appel avec la Swatch Automatic «Time to move».

7 avril: Granges 8.40 heures, heure de l'Europe centrale: la 100 000 000^e Swatch sort de la chaîne de production chez ETA.

10 - 12 avril: Snowboard Festival à Serra da Estrela (Portugal).

Printemps: Lancement de la Stop-Watch, le premier compteur de Swatch.

28 avril: Nicolas G. Hayek remet un certain nombre de Swatch au Musée International d'Horlogerie à La Chaux-de-Fonds, pour sa collection permanente.

Mai - juin: «El Paso del Tiempo» est le thème des activités Swatch autour de l'EXPO 92 à Séville (Espagne). Le modèle Sam Francis Art Special est présenté à la Casa de la Caridad.

Juin: Dans le cadre de l'exposition «L'expo manifeste à Beaubourg», Swatch fait son entrée dans la collection permanente du Centre Pompidou à Paris.

Été: La poursuite du développement du Twinphone aboutit au Twintam, un téléphone avec répondeur intégré.

30 août: Le véhicule solaire «Spirit of Biel-Bienne II» prend la deuxième place à l'occasion de la compétition à Noto (Japon).

Sept.: L'exposition «Blackbox» à Berlin présente l'œuvre Swatch intégrale répartie en divers domaines.

25 - 27 sept.: «Swatch The World» à Zermatt: un spectacle multiculturel à Zermatt pour fêter la 100 millionième Swatch.

Oct.: Dans le cadre d'une exposition générale à Lingotto (Turin, Italie), Swatch présente tous les aspects de la communication Swatch 1983 - 1992.

Lo «Swatch Newseum» gira gli Stati Uniti.

9 mar.: Davanti all'Assemblea delle Nazioni Unite a New York, Nicolas G. Hayek, presidente ed amministratore delegato della SMH/Swatch, parla delle responsabilità dell'industria nel confronto dell'ambiente. Con l'Automatic «Time to move», Swatch segnala a tutti che in questo campo è tempo di muoversi.

7 apr.: Grenchen, ore 08.40 TEC: il 100 000 000esimo Swatch lascia la linea di produzione della ETA.

10 - 12 apr.: Snowboarding Festival nella Serra da Estrela (Portogallo).

Primavera: Lancio di Stop-Watch, il primo vero e proprio cronometro Swatch.

28 apr.: Nicolas G. Hayek consegna alcuni Swatch alla collezione permanente del Musée International d'Horlogerie di La Chaux-de-Fonds.

Mag. - giu.: «El Paso del Tiempo»: è questo il tema su cui sono imperniati le attività che Swatch svolge in occasione dell'EXPO '92 a Siviglia (Spagna). Presso la Casa de la Caridad viene presentato l'Art Special di Sam Francis.

Giu.: Nell'ambito dell'esposizione «L'expo manifeste à Beaubourg», Swatch entra nella collezione permanente del Centre Pompidou a Parigi.

Estate: Il Twinphone si evolve e diventa Twintam, un telefono con segretaria telefonica integrata.

30 ago.: La «Spirit of Biel-Bienne II» partecipa alla gara di auto solari di Noto (Giappone) piazzandosi al secondo posto.

Sett.: A Berlino, l'esposizione «Blackbox» presenta la gamma completa di tutti i prodotti e di tutte le attività Swatch.

25 - 28 sett.: «Swatch The World» a Zermatt: uno spettacolo multiculturale per festeggiare il 100milionesimo Swatch.

Ott.: Un'esposizione allestita presso il Lingotto di Torino mostra tra l'altro tutte le attività che Swatch ha svolto dal 1983 al 1992 a livello di comunicazione.

1993

Jan.: The Swatch Art Gallery sets out on tour of eight towns and cities in Switzerland. The Swatch Newseum tour of the USA continues.

Jan. 20 - 23: Snowboard World Cup, Leysin, Switzerland.

Feb.: "Swatch Collectors of Swatch" is launched in Spain. Swatch puts the wind into everyone's sails for the third year running at the Super Fundoor (Indoor windsurfing) at Bercy, near Paris.

Feb. 6: Members of Swatch Collectors of Swatch Switzerland have a whale of a time at the "Festival du Rire" in Montreux.

Feb. 7 - 21: An eleventh box is added to the "Black Box" exhibition, which continues its tour of Germany in Munich.

Feb. 12 - 23: There's no overlooking Swatch's presence at the Venice Carnival.

March - June: Swatch goes on tour in Norway with "The September When". More than 65,000 people see the concerts.

March 14 - 28: The "Black Box" is very well received in Hamburg.

March 16: International launch of the "Orb" Pop Swatch Art Special by British fashion designer Vivienne Westwood at her "Anglomani" prêt-à-porter show in Paris.

April 27: At an international press conference held at the Palais de l'Unesco in Paris, Nicolas G. Hayek and Jean Michel Jarre announce a joint project entitled "Swatch and Europe in Concert" and the latest addition to the Swatch family, the Swatch "MusiCall".

May: First "Pan-American Surfing Championships" on Margarita Island, Venezuela.

May 4: Swatch is Part of the Art. In Hong Kong a number of young artists distinguish themselves with their original interpretations of the Swatch theme. The "Swatch Award" goes to Helen Chan.

May 17 - July 31: Swatch Emotion is part of the "Design, miroir d'un siècle" at the Grand Palais in Paris. The exhibition opens with a show of contemporary fashion by Jean-Charles de Castelbajac.

Jan.: Die Swatch Art Gallery geht durch 8 Städte auf Schweizer-Tournee. Das Swatch Newseum setzt seine Tour durch die USA fort.

20. - 23. Jan.: Snowboard World Cup Leysin, Schweiz.

Feb.: Der «Swatch Collectors of Swatch» wird in Spanien lanciert. In Bercy bei Paris sorgt Swatch am Super Fundoor (Indoor Windsurfing) zum dritten Mal für viel Wind.

6. Feb.: Die Mitglieder des Swatch Collectors Club Schweiz vergnügen sich am «Festival du Rire» in Montreux.

7. - 21. Feb.: Die Ausstellung «Black Box» wird durch eine 11. Box erweitert und setzt ihre Deutschland-Tournee in München fort.

12. - 23. Feb.: Swatch ist am Carnevale di Venezia nicht zu übersehen.

März - Juni: Swatch geht in Norwegen mit «The September When» auf Tournee. Mehr als 65000 Zuschauer besuchen die Konzerte.

14. - 28. März: Die Ausstellung «Black Box» gastiert erfolgreich in Hamburg.

16. März: Internationale Lancierung der Pop Swatch Art Special «Orb» der britischen Modedesignerin Vivienne Westwood an ihrer «Prêt-à-porter»-Show «Anglomani» in Paris.

27. April: An einer internationalen Pressekonferenz im Palais de l'Unesco in Paris stellen Nicolas G. Hayek und Jean Michel Jarre das gemeinsame Projekt «Swatch and Europe in Concert» und das neueste Mitglied der Swatch-Familie, die «Swatch MusiCall», vor.

Mai: Erste «Panamerican Surfing Championship», in Margarita Island, Venezuela.

4. Mai: Swatch ist Part of the Art. In Hongkong werden junge Künstler für ihre Interpretationen von Swatch ausgezeichnet. Der «Swatch Award» ging an Helen Chan.

17. Mai - 31. Juli: Im Rahmen der Ausstellung «Design, miroir d'un siècle» ist Swatch Emotion zu Gast im Grand Palais, Paris.

Jan.: La Swatch Art Gallery est l'hôte de huit villes dans le cadre d'une tournée suisse. Le Swatch Newseum poursuit sa tournée à travers les USA.

20 - 23 Jan.: Snowboard World Cup à Leysin, en Suisse.

Fév.: Le club «Swatch Collectors of Swatch» est inauguré en Espagne. Pour la troisième fois consécutive, Swatch apporte ambiance et joie de vivre au Super Fundoor de Bercy, Paris (indoor windsurfing).

6 fév.: Divertissement pour les membres du Swatch Collectors Club Suisse au «Festival du Rire» à Montreux.

7 - 21 fév.: L'exposition «Black Box» s'agrandit d'un onzième «box» et poursuit sa tournée à Munich, en Allemagne.

12 - 23 fév.: Swatch fait une apparition remarquée au «Carnevale di Venezia».

Mars - juin: Swatch part en tournée en Norvège avec «The September When». Plus de 65000 spectateurs assistent aux concerts.

14 - 28 mars: Hambourg abrite l'exposition «Black Box» qui y rencontre un grand succès.

16 mars: Dans le cadre de son show de prêt-à-porter «Anglomani», lancement international, à Paris, de la Pop Swatch Art Special «Orb» de la créatrice de mode britannique Vivienne Westwood.

27 avril: Au Palais de l'Unesco à Paris, lors d'une conférence de presse internationale, Nicolas G. Hayek et Jean Michel Jarre présentent leur projet commun «Swatch and Europe in Concert», ainsi que la dernière-née de la famille Swatch, la «MusiCall».

Mai: Premier «Panamerican Surfing Championship» à Margarita Island, au Venezuela.

4 mai: Swatch est Part of the Art. A Hong Kong, une distinction est accordée à de jeunes artistes pour leurs interprétations de Swatch. Le «Swatch Award» est allé à Helen Chan.

17 mai - 31 juil.: Dans le cadre de l'exposition «Design, miroir d'un siècle», Swatch Emotion est l'hôte du Grand Palais à Paris.

Gen.: La Swatch Art Gallery fa tappa in 8 città svizzere. Lo Swatch Newseum prosegue la sua tournée negli USA.

20 - 23 gen.: Coppa del mondo di snowboard a Leysin, Svizzera.

Feb.: Viene fondato lo «Swatch Collectors of Swatch» spagnolo. A Bercy presso Parigi, in occasione del Super Fundoor (Indoor Windsurfing) soffia per la terza volta il vento Swatch.

6 feb.: I membri dello Swatch Collectors of Swatch Svizzera si sbellicano dalle risa al «Festival du Rire» di Montreux.

7 - 21 feb.: L'esposizione «Black Box» si arricchisce di un undicesimo Box e prosegue la sua tournée in Germania facendo tappa a Monaco.

12 - 23 feb.: Impossibile non notare Swatch al Carnevale di Venezia.

Marzo - giu.: Swatch è in tournée in Norvegia con «The September When». Oltre 65000 spettatori assistono ai concerti.

14 - 28 marzo: L'esposizione «Black Box» fa tappa ad Amburgo, dove riscuote un grande successo.

16 marzo: Lancio internazionale del Pop Swatch Art Special «Orb» designato dalla stilista inglese Vivienne Westwood in occasione della sfilata di prêt-à-porter «Anglomani» a Parigi.

27 apr.: In occasione di una conferenza stampa internazionale nel Palais de l'Unesco a Parigi, Nicolas G. Hayek e Jean Michel Jarre presentano il nuovo progetto comune «Swatch and Europe in Concert» e il nuovo membro della famiglia Swatch, lo «Swatch MusiCall».

Mag.: Primo «Panamerican Surfing Championship». Margarita Island, Venezuela.

4 mag.: Swatch is Part of the Art. A Hong Kong, dei giovani artisti vengono premiati per la loro interpretazione di Swatch. Lo «Swatch Award» è attribuito a Helen Chan.

17 mag. - 31 lug.: Nell'ambito dell'esposizione «Design, miroir d'un siècle», Swatch Emotion è ospite al Grand Palais di Parigi. L'esposizione viene inaugurata

ENGLISH

DEUTSCH

ITALIANO

FRANCAIS

Members of the Swatch Collectors of Swatch travel to Paris on three weekends and get to know "Paris by Swatch".

May 25 – June 13: Swatch presents artist Brian Eno and his work "Neroli" in Madrid.

June 13 – Oct. 10: The 15th Biennale in Venice attracts thousands of visitors from all over the world. Japanese artist Yukinori Yanagi, whose work is on show in the "Aperto '93" exhibition, receives the Swatch Award for his work.

June 18: Swatch eyes now available in Hong Kong.

June 26 – July 7: Collectors from Italy, France and Germany set off on a Swatch Cruise in the Mediterranean.

July 28 – Oct. 16: Jean Michel Jarre's spectacular concert tour of Europe, with its hugely successful premiere in Mont Saint-Michel, France.

Aug. 14 – Oct. 15: The Swatch Mail Edition is on view at the Musée d'Horlogerie in Le Locle, Switzerland. All attendance records are smashed.

Aug. 23: Swatch is launched in China.

Aug. 27: The Swatch BeepUp is launched in Germany at the International Radio Communications Exhibition in Berlin.

Sept.: "Magic" Johnson makes big headlines at the Stop-watch launch in the USA.

Sept. 30: Passport '93: "Beyond Boundaries", San Francisco: Swatch is present at the USA's biggest fashion event and supports the Elizabeth Taylor Aids Foundation with the "Passport '93 Set", two watches designed by Jean-Charles de Castelbajac.

Sept. 30: Swatch Telecom presents the Swatch BeepUp and the Swatch Cellular to the Swiss media at the magic Factory in Schlieren.

Oct. 1: The Swatch Collectors family gets even bigger as Swatch Collectors of Swatch comes to the UK.

Eröffnet wird die Ausstellung mit einem Defilee zeitgenössischer Mode von Jean-Charles de Castelbajac.

An drei Wochenenden reisen Mitglieder des Swatch Collectors Clubs nach Paris und lernen «Paris by Swatch» kennen.

25. Mai – 13. Juni: Swatch präsentiert in Madrid den Künstler Brian Eno und sein Werk «Neroli».

13. Juni – 10. Okt.: In Venedig wird die 15. Biennale eröffnet. Im Rahmen der Ausstellung «Aperto '93» wird der japanische Künstler Yukinori Yanagi für sein Kunstwerk mit dem Swatch Award ausgezeichnet.

18. Juni: Ab sofort gibt es Swatch eyes auch in Hongkong.

26. Juni – 7. Juli: Swatch sticht mit Collectors aus Italien, Frankreich und Deutschland zur Swatch Cruise im Mittelmeer in See.

28. Juli – 16. Okt.: Jean Michel Jarre startet in Mont Saint-Michel (Frankreich) seine spektakuläre Konzert-Tournee durch Europa.

14. Aug. – 15. Okt.: Die Swatch Mail Edition ist zu sehen im Musée d'Horlogerie in Le Locle, Schweiz. Sämtliche Besucherrekorde werden gebrochen.

23. Aug.: Swatch hält Einzug in China.

27. Aug.: Der Swatch BeepUp wird in Deutschland an der Internationalen Funkausstellung Berlin vorgestellt.

Sept.: «Magic Johnson» sorgt für Schlagzeilen bei der Stop-watch-Lancierung in den USA.

30. Sept.: Passport '93: «Beyond Boundaries», San Francisco: Swatch ist am grössten Fashion Event in den USA mit dabei. Mit dem «Passport '93-Set», den beiden Uhren von Jean-Charles de Castelbajac, unterstützt Swatch die Elizabeth Taylor Aids Foundation.

30. Sept.: Swatch Telecom präsentiert den Swatch BeepUp und das Swatch Cellular den Schweizer Medien in der Magic Factory in Schlieren.

1. Okt.: Die Familie der Swatch Collectors wird grösser. In England öffnet der Swatch Collectors of Swatch seine Pforten.

L'exposition est inaugurée par un défilé de mode contemporaine de Jean-Charles de Castelbajac. Lors de trois week-ends consécutifs, des membres du Swatch Collectors Club se rendent à Paris pour faire connaissance du «Paris by Swatch».

25 mai – 13 juin: Swatch présente l'artiste Brian Eno et son œuvre «Neroli» à Madrid.

13 juin – 10 oct.: Ouverture de la 15e Biennale de Venise. Dans le cadre de l'exposition «Aperto '93», l'artiste japonais Yukinori Yanagi reçoit la distinction du Swatch Award pour son œuvre d'art.

18 juin: A partir de ce jour-là, les Swatch eyes envahissent le marché de Hong Kong.

26 juin – 7 juillet: Avec des Collectors d'Italie, de France et d'Allemagne, Swatch prend la mer, en Méditerranée, pour la Swatch Cruise (croisière Swatch).

28 juillet – 16 oct.: Coup d'envoi, au Mont Saint-Michel en France, de la spectaculaire tournée européenne de concerts de Jean Michel Jarre.

14 août – 15 oct.: La «Swatch Mail Edition» est présentée au Musée d'Horlogerie au Locle, en Suisse, où elle bat tous les records d'entrée.

23 août: Swatch fait son entrée en Chine.

27 août: La Swatch BeepUp est présentée en Allemagne, à l'exposition internationale de la radio et de la télévision à Berlin (Internationale Funkausstellung).

Sept.: «Magic Johnson» fait la une à l'occasion du lancement de la Stop-watch aux USA.

30 sept.: Passport '93: «Beyond Boundaries», San Francisco: Swatch participe au plus grand «Fashion Event» des USA, événement majeur dans le monde de la mode. Avec le set «Passport '93», les deux montres créées par Jean-Charles de Castelbajac, Swatch apporte son soutien à la «Elizabeth Taylor Aids Foundation».

30 sept.: Swatch Télécom présente la Swatch BeepUp et le téléphone Swatch Cellular aux médias suisses, dans le cadre de la «Magic Factory» à Schlieren.

con una sfilata di moda contemporanea di Jean-Charles de Castelbajac.

Durante tre week-end, i membri degli Swatch Collectors Clubs si recano a Parigi, dove scoprono «Paris by Swatch».

25 mag. – 13 giu.: Swatch presenta a Madrid l'artista Brian Eno e la sua opera «Neroli».

13 giu. – 10 ott.: A Venezia si inaugura la 15esima Biennale. Nell'ambito dell'esposizione «Aperto '93», l'artista giapponese Yukinori Yanagi viene insignito dello Swatch Award per la sua opera.

18 giu.: Da subito, gli Swatch eyes sono in vendita anche a Hong Kong.

26 giu. – 7 lug.: Con Collectors italiani, francesi e tedeschi, Swatch salpa per la Swatch Cruise nel Mediterraneo.

28 lug. – 16 ott.: Jean Michel Jarre inizia a Mont Saint-Michel (Francia) la sua spettacolare tournée che lo porterà in tutta Europa.

14 ago. – 15 ott.: La Swatch Mail Edition è ospite del Musée d'Horlogerie di Le Locle, Svizzera. Vengono battuti tutti i record di visitatori.

23 ago.: Swatch viene lanciato in Cina.

27 ago.: Lo Swatch BeepUp viene presentato in Germania alla «Internationale Funkausstellung» di Berlino.

Sett.: Lo Stop-watch viene ufficialmente lanciato negli USA con un padrino d'eccezione: «Magic Johnson».

30 sett.: Passport '93: «Beyond Boundaries», San Francisco: Swatch partecipa al principale Fashion Event degli USA. Con il set «Passport '93», che contiene due orologi di Jean-Charles de Castelbajac, Swatch sostiene l'Elizabeth Taylor Aids Foundation.

30 sett.: Swatch Telecom presenta lo Swatch BeepUp e lo Swatch Cellular ai mass-media svizzeri alla Magic Factory di Schlieren.

1° ott.: La famiglia degli Swatch Collectors si ingrandisce: viene fondata lo Swatch Collectors of Swatch inglese.

English

Deutsch

Français

Oct. 4: The Swatch Trésor Magique, the first Swatch with a platinum case and crown, is traded on the New York Mercantile Exchange (NYMEX) and launched at the official price of \$1618.-.

Oct. 23: Dr. Swatch gives first-aid in Lucerne, Switzerland.

Nov.: Swatch causes traffic jams in Ireland when a bathing beauty presents the new Winter 1993 Collection on the main road.

Nov. 7: The Spirit of Biel-Bienne III starts out on the third World Solar Challenge on the legendary Stuart Highway from Darwin to Adelaide, Australia. The six winners of the Solar Race competition organized by SCOS are there to give Swatch on-the-spot support.

Nov. 30: One of the year's big surprises: Swatch is appointed official timekeeper at the 1996 summer Olympics in Atlanta. Nicolas G. Hayek announces the news at an international press conference held at the Olympic Museum in Lausanne.

Dec.: A new Swatch product line, the Swatch AquaChrono, is launched in France, Germany, Italy and Switzerland. Total Swatch production now stands at well over 130 million.

4. Okt.: Die Swatch Trésor Magique, die erste Swatch mit Platingehäuse und -krone, wird an der NYMEX (New York Mercantile Exchange) gehandelt und zum offiziellen Preis von US\$ 1618.- lanciert.

23. Okt.: Dr. Swatch leistet Erste Hilfe in Luzern, Schweiz.

Nov.: In Irland sorgt Swatch einmal mehr für starkes Verkehrsaufkommen. Die Winter-Kollektion 1993 wird von einer Badenixe auf dem «Highway» vorgestellt.

7. Nov.: Die Spirit of Biel-Bienne III startet zum 3. World Solar Challenge auf dem legendären Stuart Highway von Darwin nach Adelaide, Australien. 6 Gewinner des SCOS-Wettbewerbs rund um das Solar Race in Australien unterstützen das Schweizer Team vor Ort.

30. Nov.: Die Nachricht kam über raschend. Swatch ist offizieller Zeitnehmer an den olympischen Sommerspielen 1996 in Atlanta. Dies kündigte Nicolas G. Hayek an der internationalen Pressekonferenz im Olympischen Museum in Lausanne an. Wait and see!

Dez.: Eine neue Swatch-Produktlinie, die Swatch AquaChrono, wird in Deutschland, Frankreich, Italien und der Schweiz vorgestellt. Die Gesamtproduktion von 130 Mio. Swatch ist deutlich überschritten.

1^{er} oct.: La famille des Swatch Collectors s'agrandit. Un club Swatch Collectors of Swatch ouvre ses portes en Angleterre.

4 oct.: La Swatch Trésor Magique, la première Swatch avec boîtier et couronne en platine, se négocie à la bourse NYMEX (New York Mercantile Exchange) et y est lancée au prix de US\$1618.-.

23 oct.: Docteur Swatch est à Lucerne, en Suisse, pour apporter les premiers soins (réparations).

Nov.: En Irlande, Swatch est une fois de plus à l'origine d'une recrudescence du trafic. La collection hiver 1993 est présentée sur le «highway» par une beauté en maillot de bain.

7 nov.: En Australie, le véhicule solaire Spirit of Biel-Bienne III est au départ du troisième World Solar Challenge, sur le légendaire Stuart Highway de Darwin à Adelaide. Six gagnants du concours SCOS sur le Solar Race en Australie sont sur place et apportent leur soutien à l'équipe suisse.

30 nov.: La nouvelle est tombée par surprise. Swatch est chronomètreur officiel aux Jeux Olympiques d'été 1996 à Atlanta. C'est ce qu'a annoncé Nicolas G. Hayek lors de la conférence de presse internationale au Musée Olympique à Lausanne. Wait and see!

Déc.: Une nouvelle ligne de produits Swatch, la Swatch AquaChrono, est présentée en Allemagne, en France, en Italie et en Suisse. La production globale de Swatch dépasse nettement les 130 millions de pièces.

4 ott.: Lo Swatch Trésor Magique, il primo Swatch con la cassa e la corona di platino, viene trattato alla NYMEX (New York Mercantile Exchange) e lanciato al prezzo ufficiale di US\$1618.

23 ott.: Dr. Swatch presta la sua assistenza a Lucerna, Svizzera.

Nov.: Swatch manda in tilt anche il traffico. In Irlanda, la collezione Inverno 1993 viene presentata da una bagnante su una «highway».

7 nov.: Lo Spirit of Biel-Bienne III partecipa alla terza World Solar Challenge sulla leggendaria Stuart Highway da Darwin a Adelaide, Australia. I 6 vincitori del concorso SCOS sulla Solar Race sostengono il team svizzero in loco.

30 nov.: La notizia ha sorpreso tutti: Swatch sarà il cronometrista ufficiale dei Giochi Olimpici estivi del 1996 ad Atlanta. L'annuncio è stato dato da Nicolas G. Hayek in occasione di una conferenza stampa internazionale al Museo Olimpico di Losanna. Wait and see!

Dic.: Una nuova linea di prodotti, gli Swatch AquaChrono, viene presentata in Germania, Francia, Italia e Svizzera. Viene ampiamente superato il tetto di 130 milioni di Swatch prodotti.

SWATCH CHRONOLOGY

1994 Feb.: Phil Glass becomes the second composer after Jean Michel Jarre to create a melody for the Swatch MusiCall.

March 4: Swatch and Mercedes-Benz sign an agreement in Stuttgart and jointly found MCC, the company that will turn the project into reality.

Easter: Launch of the first Swatch Easter Special. Called "Eggsdream", it is manufactured in a limited edition of 33,333 and sold via competitions and at special events worldwide.

April 27: In Drumnadrochit, Scotland, rumour is rife that an

Febr.: Phil Glass ist nach Jean Michel Jarre der zweite Komponist der Swatch MusiCall

4. März: In Stuttgart wird der Vertrag von Swatch mit Mercedes-Benz unterzeichnet. Die gemeinsam gegründete Firma MCC wird das Projekt des Swatch Mobils in die Tat umsetzen.

Ostern: Der erste Swatch Easter Special wird lanciert. Er heisst «Eggsdream» und kommt in limitierter Auflage von weltweit 33333 Ex. über Wettbewerbe und spezielle Aktionen in den Verkauf.

27. April: Im schottischen Drumnadrochit, geht das Gerücht, dass

Fév.: Après Jean Michel Jarre, Phil Glass est le deuxième compositeur de la Swatch MusiCall.

4 mars: Le contrat entre Swatch et Mercedes-Benz est signé à Stuttgart. L'entreprise MCC fondée en commun va concrétiser le projet de la voiture Swatch.

Pâques: Lancement de la première Swatch Easter Special. Elle s'appelle «Eggsdream» et est mise en vente au niveau mondial en édition limitée de 33333 exemplaires dans le cadre de divers concours et actions spéciales.

27 avril: La rumeur circule à Drumnadrochit, en Écosse, que

Feb.: Dopo Jean Michel Jarre, Phil Glass è il secondo compositore a creare una melodia per Swatch MusiCall.

4 mar.: A Stoccarda viene firmato l'accordo tra Swatch e Mercedes-Benz per la costituzione della MMC, il gruppo chiamato a realizzare il progetto della Swatch Mobil.

Pasqua: Viene lanciato il primo Swatch Easter Special. Si chiama «Eggsdream», ha una tiratura di soli 33333 esemplari per tutto il mondo e viene venduto nel quadro di concorsi e iniziative speciali.

Unidentified Floating Object has surfaced in the waters of Loch Ness. Upon retrieval, it turns out to be the "Swatch Aqua Chrono". The Swatch Submarine, originally used to search for the mysterious object, now takes inquisitive tourists on diving tours of the loch.

May 20: Italian Pop Artist Mimmo Rotella creates "Marilyn" and "Bengala", two Art Specials for Swatch. Available as a set, they are manufactured in two limited editions of 22,222 pieces each, and launched at openings in Milan, Paris, Cologne and New York.

June 17: The International Olympic Committee celebrates its 100th anniversary. The Swatch Chrono "IOC 100", created to commemorate the occasion, goes on sale. Part of the proceeds is channelled into youth sports projects.

Aug. 13: The Spirit of Biel-Bienne 3 sets up a new world speed record for solar-powered vehicles of 82.59 kph (51.44 mph) on Michelin's testing strip in Almeria (Spain).

Sept. 10: With the launch of the "Swatch Historical Olympic Games Collection" at the Swatch Centennial Race in Selinunte (Sicily), Swatch proudly announces its selection as Official Timekeeper of the Summer Olympic Games in Atlanta. Eight well-known Olympic contestants take part in a nerve-jangling chariot race that is broadcast live to an international audience of millions.

Sept.: "Next Stop Atlanta", an exhibition designed to put the world in the right mood for the Olympic Games in Atlanta and organized jointly with the Atlanta Committee for the Olympic Games, starts out on a world tour.

Autumn: As a logical extension to the range, Swatch announces the launch of its first metal watch. The "Swatch Irony" represents the beginning of a new era in Swatch history in the USA, Switzerland, Germany and Italy.

Dec.: The Swatch Scuba reappears as the "Loomi" and notches up major sales in the pre-Christmas rush.

im sagenumwobenen Loch Ness ein Unidentified Object aufgetaucht ist. Es wird geborgen und entpuppt sich als «Swatch Aqua Chrono». Das Swatch Submarine, das zur Suche nach dem Objekt eingesetzt worden war, wird für Tauchfahrten mit neugierigen Touristen eingesetzt.

20. Mai: Der italienische POP Art Künstler Mimmo Rotella kreiert für Swatch die beiden Art Specials «Marilyn» und «Bengala». Sie kommen im Set in einer nummerierten Auflage von je 22222 Ex. und werden in Mailand, Paris, Köln und New York an einer Vernissage lanciert.

17. Juni: Das Internationale Olympische Komitee wird hundertjährig. Der zum Geburtstag lancierte Swatch Chrono «IOC 100» kommt in den Verkauf. Ein Teil des Erlöses wird zur Unterstützung von Jugend-Sportprojekten ausgesetzt.

13. Aug.: Die Spirit of Biel-Bienne 3 stellt einen neuen Weltrekord auf und überbietet auf dem Testgelände von Michelin in Almeria (Spanien) mit 82,59 km/h die mit reinem Solarantrieb je gefahrene Höchstgeschwindigkeit.

10. Sept.: Mit dem Swatch Centennial Race in Selinunte (Sizilien) stellt sich Swatch mit der «Swatch Historical Olympic Games Collection» als Offizieller Zeitnehmer der Olympischen Sommerspiele in Atlanta vor. Acht Olympia-Teilnehmer aus acht verschiedenen Ländern liefern sich mit Pferdewagen einen spannenden Wettkampf, der live über internationale Fernsehkanäle geht.

Sept.: Eine Ausstellung geht um die Welt und bereitet auf die Olympischen Spiele in Atlanta vor. Sie läuft unter dem Titel «Next Stop Atlanta» und entstand in Zusammenarbeit mit dem Atlanta Committee for the Olympic Games.

Herbst: Swatch bringt als logische Erweiterung des Sortiments die erste Metall-Uhr. Die «Swatch Irony»-Kollektion kündigt in den USA, in der Schweiz, in Deutschland und Italien eine neue Epoche in der Swatch-Geschichte an.

Dez.: Die Swatch Scuba kommt als «Loomi» und belebt das Weihnachtsgeschäft.

dans le légendaire Loch Ness, un «unidentified object» aurait fait son apparition. Il est repêché et s'avère être une «Swatch Aqua Chrono». Le sous-marin Swatch, qui était parti à la recherche du mystérieux objet, plonge dans les profondeurs avec des touristes curieux à son bord.

20 mai: Mimmo Rotella, l'artiste italien de POP Art, crée pour Swatch les deux Art Specials «Marilyn» et «Bengala». Elles arrivent sous forme de set dans une édition numérotée de 22222 exemplaires chacune et sont lancées à Milan, Paris, Cologne et New York dans le cadre d'un vernissage.

17 juin: Le Comité International Olympique a cent ans. La Swatch Chrono «IOC 100» lancée lors de ce centenaire arrive sur le marché. Les bénéfices sont en partie alloués à la promotion de projets sportifs en faveur de la jeunesse.

13 août: Le véhicule solaire «Spirit of Biel-Bienne 3» établit un nouveau record mondial en battant avec 82,59 km/h la vitesse la plus élevée jamais atteinte avec la seule énergie solaire. L'essai a lieu sur le circuit Michelin à Almeria (Espagne)

10 sept.: Avec le Swatch Centennial Race à Selinunte (Sicile), Swatch se présente en sa qualité de chronométrateur officiel des jeux Olympiques d'Atlanta avec la «Swatch Historical Olympic Games Collection». Huit participants aux Olympiades de huit pays différents se livrent un combat acharné avec des chars tirés par des chevaux dans le cadre d'une compétition retransmise en direct sur des chaînes de télévision internationales.

Sept.: Une exposition préparant aux jeux Olympiques d'Atlanta fait le tour du monde. Son titre est «Next Stop Atlanta» et elle a été mise sur pied en collaboration avec le «Atlanta Committee for the Olympic Games».

Automne: En tant que complément logique de son assortiment, Swatch sort sa première montre métallique. La collection «Swatch Irony» annonce aux USA, en Suisse, en Allemagne et en Italie une ère nouvelle dans l'histoire Swatch.

Déc.: La Swatch Scuba vient sous forme de «Loomi», animant les ventes de Noël.

27 apr.: Nella località scozzese di Drumnadrochit, gira la voce che nel misterioso lago di Loch Ness sia stato avvistato un oggetto non meglio identificato che, dopo essere stato rinvenuto, si rivela essere uno «Swatch Aqua Chrono». Lo Swatch Submarine, utilizzato per le ricerche, viene messo a disposizione dei turisti per escursioni subacquee.

20 mag.: L'artista italiano Mimmo Rotella, esponente della POP Art, crea per Swatch i due Art Specials «Marilyn» e «Bengala». Si presentano in coppia, sono prodotti in una tiratura limitata di 22222 esemplari l'uno e vengono lanciati a Milano, Parigi, Colonia e New York in occasione di uno speciale vernissage.

17 giu.: Il Comitato Internazionale Olimpico compie cento anni. Per l'occasione viene creato lo Swatch Chrono «IOC 100». Una parte del ricavato della vendita viene devoluto a progetti sportivi a favore della gioventù.

13 ago.: La «Spirit of Biel-Bienne 3» stabilisce un nuovo record mondiale e, sulla pista di test della Michelin a Almeria (Spagna), con 82,59 km/h raggiunge la velocità massima mai ottenuta con un motore a energia solare.

10 sett.: Nel quadro della «Swatch Centennial Race» a Selinunte (Sicilia), con la «Swatch Historical Olympic Games Collection», Swatch si presenta quale cronometrista ufficiale dei Giochi Olimpici estivi di Atlanta. Otto atleti olimpici provenienti da otto paesi si misurano in un'avvincente corsa con le bighe, trasmessa in diretta dai canali televisivi di tutto il mondo.

Sett.: «Next Stop Atlanta», un'esposizione in vista delle Olimpiadi di Atlanta nata in collaborazione con l'«Atlanta Committee for the Olympic Games», inizia la sua tournée in tutto il mondo.

Autunno: Quale logico ampliamento dell'assortimento Swatch lancia il primo orologio di metallo, «Swatch Irony», che negli USA, in Svizzera, Germania e Italia segna l'inizio di una nuova era nella storia Swatch.

Dic.: Per illuminare il periodo natalizio, lo Swatch Scuba si presenta in versione «Loomi».

English

Christmas: French fashion designer Christian Lacroix creates the 1994 Swatch Christmas Special. "Xmas by XianLaX" is available in a limited edition of 22,222 pieces and creates a furore among fashion victims and Swatch collectors alike.

Christmas: Für den Swatch X-mas Special 1994 zeichnet der französische Mode-Designer Christian Lacroix verantwortlich. Der nicht nur unter Fashion Victims heiss begehrte Special heisst «Xmas by XianLaX» und kommt in einer Auflage von 22222 Ex.

Noël: C'est le créateur de mode français Christian Lacroix qui signe la Swatch X-mas Special 1994. Ce modèle Special très recherché, non seulement dans le monde de la mode d'ailleurs, s'appelle «Xmas by XianLaX» et arrive dans une édition limitée de 22222 exemplaires.

Natale: Lo Swatch X-mas Special 1994 è opera dello stilista francese Christian Lacroix. Ambito non solo dagli appassionati di moda, viene battezzato «Xmas by XianLaX» ed è prodotto in una tiratura di 22222 esemplari.

1995 Feb. 14: "For Your Heart Only", the first Valentine's Special in Swatch history.

March 1: Nicolas G. Hayek addresses the United Nations in New York and presents the Swatch UNlimited, commissioned by the UN to mark its 50th anniversary.

March 1: The English percussion group Stomp, en route from the USA to Japan, gives an exclusive concert for Swatch in Munich.

March 21: The first day of spring sees the launch of the Swatch Solar range, with three models that take the power they need to keep running from virtually any light source.

Spring: The "100 Years of Cinema" Collection is launched to commemorate a century of the movies. Akira Kurosawa, Pedro Almodóvar and Robert Altman each create a watch for Swatch. Each model is manufactured in a limited edition of 36,500, of which 5555 are available as a specially packaged set containing a mini movie by each of the three directors. These are sold in various Swatch markets at cinema-related events.

May 17: The "Smart Swatch Car - Concept by Mercedes-Benz" is presented to the press in Sarreguemines, France. The vehicle is an SMH/Mercedes-Benz joint venture, with Swatch taking responsibility for the hybrid and electrical engines.

May 24: While visiting Nicolas G. Hayek privately, German Chancellor Helmut Kohl proves that the "Smart Swatch Car - Concept by Mercedes-Benz" has plenty of room, even for one of the world's greatest statesmen.

June 15: In Budapest Nicolas G. Hayek presents Juan Antonio Samaranch, the President of the International Olympic Committee, with a cheque for US \$1 million to promote youth sports projects.

14. Feb.: Erster Valentines Special in der Swatch-Geschichte: «For Your Heart Only».

1. März: Nicolas G. Hayek spricht vor den Vereinten Nationen in New York und stellt die Swatch «UNlimited» vor, die von der UNO zum 50. Geburtstag in Auftrag gegeben wurde.

1. März: Die englische Percussion Gruppe «Stomp» gibt auf dem Weg von USA nach Japan exklusiv für Swatch in München ein Konzert.

21. März: Pünktlich zum Frühlingsanfang kommt in 3 Modellen erstmals die «Swatch Solar», die ihre Energie von der Sonne bezieht.

Frühjahr: Zur Feier von 100 Jahre Kino wird die «100 Years of Cinema» Collection lanciert. Akira Kurosawa, Pedro Almodóvar und Robert Altman haben für Swatch je eine Uhr kreiert. Pro Uhr wurden 36500 Ex. produziert, wovon je 5555 als Special Packaging mit je einem Mini-Film der drei Regisseure in verschiedenen Swatch Märkten anlässlich von Kino-Events verkauft werden.

17. Mai: In Sarreguemines wird der «Smart Swatch Car - Concept by Mercedes-Benz» der Presse vorgestellt - das Produkt des Joint Ventures zwischen SMH und Mercedes-Benz, wobei die SMH für die Entwicklung des Hybrid- resp. Elektromotors verantwortlich zeichnet.

24. Mai: Der Deutsche Bundeskanzler Helmut Kohl liefert anlässlich eines privaten Besuches bei Nicolas G. Hayek den Beweis, dass im «Smart Swatch Car - Concept by Mercedes-Benz» sogar die Grossen der Welt Platz haben.

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SWATCH CLUB ITALIA 1995

L'Espresso

Deutsch

Français

Italiano

Unidentified Floating Object has surfaced in the waters of Loch Ness. Upon retrieval, it turns out to be the "Swatch Aqua Chrono". The Swatch Submarine, originally used to search for the mysterious object, now takes inquisitive tourists on diving tours of the loch.

May 20: Italian Pop Artist Mimmo Rotella creates "Marilyn" and "Bengala", two Art Specials for Swatch. Available as a set, they are manufactured in two limited editions of 22,222 pieces each, and launched at openings in Milan, Paris, Cologne and New York.

June 17: The International Olympic Committee celebrates its 100th anniversary. The Swatch Chrono "IOC 100", created to commemorate the occasion, goes on sale. Part of the proceeds is channelled into youth sports projects.

Aug. 13: The Spirit of Biel-Bienne 3 sets up a new world speed record for solar-powered vehicles of 82.59 kph (51.44 mph) on Michelin's testing strip in Almeria (Spain).

Sept. 10: With the launch of the "Swatch Historical Olympic Games Collection" at the Swatch Centennial Race in Selinunte (Sicily), Swatch proudly announces its selection as Official Timekeeper of the Summer Olympic Games in Atlanta. Eight well-known Olympic contestants take part in a nerve-jangling chariot race that is broadcast live to an international audience of millions.

Sept.: "Next Stop Atlanta", an exhibition designed to put the world in the right mood for the Olympic Games in Atlanta and organized jointly with the Atlanta Committee for the Olympic Games, starts out on a world tour.

Autumn: As a logical extension to the range, Swatch announces the launch of its first metal watch. The "Swatch Irony" represents the beginning of a new era in Swatch history in the USA, Switzerland, Germany and Italy.

Dec.: The Swatch Scuba reappears as the "Loomi" and notches up major sales in the pre-Christmas rush.

im sagenumwobenen Loch Ness ein Unidentified Object aufgetaucht ist. Es wird geborgen und entpuppt sich als «Swatch Aqua Chrono». Das Swatch Submarine, das zur Suche nach dem Objekt eingesetzt worden war, wird für Tauchfahrten mit neugierigen Touristen eingesetzt.

20. Mai: Der italienische POP Art Künstler Mimmo Rotella kreiert für Swatch die beiden Art Specials «Marilyn» und «Bengala». Sie kommen im Set in einer nummerierten Auflage von je 22222 Ex. und werden in Mailand, Paris, Köln und New York an einer Vernissage lanciert.

17. Juni: Das Internationale Olympische Komitee wird hundertjährig. Der zum Geburtstag lancierte Swatch Chrono «IOC 100» kommt in den Verkauf. Ein Teil des Erlöses wird zur Unterstützung von Jugend-Sportprojekten ausgesetzt.

13. Aug.: Die Spirit of Biel-Bienne 3 stellt einen neuen Weltrekord auf und überbietet auf dem Testgelände von Michelin in Almeria (Spanien) mit 82,59 km/h die mit reinem Solarantrieb je gefahrene Höchstgeschwindigkeit.

10. Sept.: Mit dem Swatch Centennial Race in Selinunte (Sizilien) stellt sich Swatch mit der «Swatch Historical Olympic Games Collection» als Offizieller Zeitnehmer der Olympischen Sommerspiele in Atlanta vor. Acht Olympia-Teilnehmer aus acht verschiedenen Ländern liefern sich mit Pferdewagen einen spannenden Weltkampf, der live über Internationale Fernsehkanäle geht.

Sept.: Eine Ausstellung geht um die Welt und bereitet auf die Olympischen Spiele in Atlanta vor. Sie läuft unter dem Titel «Next Stop Atlanta» und entstand in Zusammenarbeit mit dem Atlanta Committee for the Olympic Games.

Herbst: Swatch bringt als logische Erweiterung des Sortiments die erste Metall-Uhr. Die «Swatch Irony»-Kollektion kündigt in den USA, in der Schweiz, in Deutschland und Italien eine neue Epoche in der Swatch-Geschichte an.

Dez.: Die Swatch Scuba kommt als «Loomi» und belebt das Weihnachtsgeschäft.

dans le légendaire Loch Ness, un «unidentified object» aurait fait son apparition. Il est repêché et s'avère être une «Swatch Aqua Chrono». Le sous-marin Swatch, qui était parti à la recherche du mystérieux objet, plonge dans les profondeurs avec des touristes curieux à son bord.

20 mai: Mimmo Rotella, l'artiste italien de POP Art, crée pour Swatch les deux Art Specials «Marilyn» et «Bengala». Elles arrivent sous forme de set dans une édition numérotée de 22222 exemplaires chacune et sont lancées à Milan, Paris, Cologne et New York dans le cadre d'un vernissage.

17 juin: Le Comité International Olympique a cent ans. La Swatch Chrono «IOC 100» lancée lors de ce centenaire arrive sur le marché. Les bénéfices sont en partie alloués à la promotion de projets sportifs en faveur de la jeunesse.

13 août: Le véhicule solaire «Spirit of Biel-Bienne 3» établit un nouveau record mondial en battant avec 82,59 km/h la vitesse la plus élevée jamais atteinte avec la seule énergie solaire. L'essai a lieu sur le circuit Michelin à Almeria (Espagne)

10 sept.: Avec le Swatch Centennial Race à Selinunte (Sicile), Swatch se présente en sa qualité de chronométreur officiel des jeux Olympiques d'Atlanta avec la «Swatch Historical Olympic Games Collection». Huit participants aux Olympiades de huit pays différents se livrent un combat acharné avec des chars tirés par des chevaux dans le cadre d'une compétition retransmise en direct sur des chaînes de télévision internationales.

Sept.: Une exposition préparant aux jeux Olympiques d'Atlanta fait le tour du monde. Son titre est «Next Stop Atlanta» et elle a été mise sur pied en collaboration avec le «Atlanta Committee for the Olympic Games».

Automne: En tant que complément logique de son assortiment, Swatch sort sa première montre métallique. La collection «Swatch Irony» annonce aux USA, en Suisse, en Allemagne et en Italie une ère nouvelle dans l'histoire Swatch.

Déc.: La Swatch Scuba vient sous forme de «Loomi», animant les ventes de Noël.

27 apr.: Nella località scozzese di Drumnadrochit, gira la voce che nel misterioso lago di Loch Ness sia stato avvistato un oggetto non meglio identificato che, dopo essere stato rinvenuto, si rivela essere uno «Swatch Aqua Chrono». Lo Swatch Submarine, utilizzato per le ricerche, viene messo a disposizione dei turisti per escursioni subacquee.

20 mag.: L'artista italiano Mimmo Rotella, esponente della POP Art, crea per Swatch i due Art Specials «Marilyn» e «Bengala». Si presentano in coppia, sono prodotti in una tiratura limitata di 22222 esemplari l'uno e vengono lanciati a Milano, Parigi, Colonia e New York in occasione di uno speciale vernissage.

17 giu.: Il Comitato internazionale Olimpico compie cento anni. Per l'occasione viene creato lo Swatch Chrono «IOC 100». Una parte del ricavato della vendita viene devoluto a progetti sportivi a favore della gioventù.

13 ago.: La «Spirit of Biel-Bienne 3» stabilisce un nuovo record mondiale e, sulla pista di test della Michelin a Almeria (Spagna), con 82,59 km/h raggiunge la velocità massima mai ottenuta con un motore a energia solare.

10 sett.: Nel quadro della «Swatch Centennial Race» a Selinunte (Sicilia), con la «Swatch Historical Olympic Games Collection», Swatch si presenta quale cronometrista ufficiale dei Giochi Olimpici estivi di Atlanta. Otto atleti olimpici provenienti da otto paesi si mettono in un'avvincente corsa con le bighe, trasmesse in diretta dai canali televisivi di tutto il mondo.

Sett.: «Next Stop Atlanta», un'esposizione in vista delle Olimpiadi di Atlanta nata in collaborazione con l'Atlanta Committee for the Olympic Games, inizia la sua tournée in tutto il mondo.

Autunno: Come logico ampliamento dell'assortimento Swatch lancia il primo orologio di metallo. «Swatch Irony», che negli USA, in Svizzera, Germania e Italia segna l'inizio di una nuova era nella storia Swatch.

Dic.: Per illuminare il periodo natalizio, lo Swatch Scuba si presenta in versione «Loomi».

Christmas: French fashion designer Christian Lacroix creates the 1994 Swatch Christmas Special. "Xmas by XianLaX" is available in a limited edition of 22,222 pieces and creates a furore among fashion victims and Swatch collectors alike.

Christmas: Für den Swatch X-mas Special 1994 zeichnet der französische Mode-Designer Christian Lacroix verantwortlich. Der nicht nur unter Fashion Victims heiss begehrte Special heisst «Xmas by XianLaX» und kommt in einer Auflage von 22222 Ex.

Noël: C'est le créateur de mode français Christian Lacroix qui signe la Swatch X-mas Special 1994. Ce modèle Special très recherché, non seulement dans le monde de la mode d'ailleurs, s'appelle «Xmas by XianLaX» et arrive dans une édition limitée de 22222 exemplaires.

Natale: Lo Swatch X-mas Special 1994 è opera dello stilista francese Christian Lacroix. Ambito non solo dagli appassionati di moda, viene battezzato «Xmas by XianLaX» ed è prodotto in una tiratura di 22222 esemplari.

1995 Feb. 14: "For Your Heart Only", the first Valentine's Special in Swatch history.

March 1: Nicolas G. Hayek addresses the United Nations in New York and presents the Swatch UNlimited, commissioned by the UN to mark its 50th anniversary.

March 1: The English percussion group Stomp, en route from the USA to Japan, gives an exclusive concert for Swatch in Munich.

March 21: The first day of spring sees the launch of the Swatch Solar range, with three models that take the power they need to keep running from virtually any light source.

Spring: The "100 Years of Cinema" Collection is launched to commemorate a century of the movies. Akira Kurosawa, Pedro Almodóvar and Robert Altman each create a watch for Swatch. Each model is manufactured in a limited edition of 36,500, of which 5555 are available as a specially packaged set containing a mini movie by each of the three directors. These are sold in various Swatch markets at cinema-related events.

May 17: The "Smart Swatch Car - Concept by Mercedes-Benz" is presented to the press in Sarreguemines, France. The vehicle is an SMH/Mercedes-Benz joint venture, with Swatch taking responsibility for the hybrid and electrical engines.

May 24: While visiting Nicolas G. Hayek privately, German Chancellor Helmut Kohl proves that the "Smart Swatch Car - Concept by Mercedes-Benz" has plenty of room, even for one of the world's greatest statesmen.

June 15: In Budapest Nicolas G. Hayek presents Juan Antonio Samaranch, the President of the International Olympic Committee, with a cheque for US \$1 million to promote youth sports projects.

14. Feb.: Erster Valentines Special in der Swatch-Geschichte: «For Your Heart Only».

1. März: Nicolas G. Hayek spricht vor den Vereinten Nationen in New York und stellt die Swatch «UNlimited» vor, die von der UNO zum 50. Geburtstag in Auftrag gegeben wurde.

1. März: Die englische Percussion Gruppe «Stomp» gibt auf dem Weg von USA nach Japan exklusiv für Swatch in München ein Konzert.

21. März: Pünktlich zum Frühlingsanfang kommt in 3 Modellen erstmals die «Swatch Solar», die ihre Energie von der Sonne bezieht.

Frühjahr: Zur Feier von 100 Jahre Kino wird die «100 Years of Cinema» Collection lanciert. Akira Kurosawa, Pedro Almodóvar und Robert Altman haben für Swatch je eine Uhr kreiert. Pro Uhr wurden 36500 Ex. produziert, wovon je 5555 als Special Packaging mit je einem Mini-Film der drei Regisseure in verschiedenen Swatch Märkten anlässlich von Kino-Events verkauft werden.

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"For Honour and Glory", the second of four Olympic Games collections, is presented at the same time.

June - Aug.: The 1995 European Swatch Beach Volleyball Circuit comes to Ajaccio (Corsica), Pescara (Italy), Rapperswil/Jona (Switzerland), Machovo (Czech Republic), Glyfada (Greece) and St. Quay (France).

Summer: "C-Monsta", the Swatch Summer Special, surfaces at special events in a number of Swatch markets.

Aug.: Windows '95 goes on sale in markets all over the world. As one of Bill Gates' "Platinum Partners" Swatch can be accessed online by all PC users with Microsoft Network.

Aug. - Dec.: Paulo Mendonça, the composer of the first seven-tone MusiCall, embarks on a European tour.

Autumn: In 12 major cities all over the world the countdown starts to the 1996 Summer Olympic Games in Atlanta. Swatch O'Clock Art Clock Towers are installed in Athens, Barcelona, Berlin, Hong Kong, Lausanne, London, Los Angeles, Paris, Rome, Tokyo, Sydney and Beijing, and tick off the seconds remaining until the Opening Ceremony.

Oct.: The Swatch Irony collection is extended to include Chronos and Scubas in stainless steel and aluminium.

Oct. 14: Nicolas G. Hayek, Helmut Werner and Jürgen Hubbert lay the cornerstone for the plant where the "Smart Swatch Car - Concept by Mercedes-Benz" is to be assembled.

Oct. 28: "Switzerland Live!" in Covent Garden, London. As main sponsor, Swatch makes a spectacular demonstration of its return to the snowboarding scene. Swatch will be promoting "boardercross", a hybrid version of the sport which combines freestyle with racing and recently received official recognition.

Nov. 9: Premiere of "Art to Swatch" in Chicago, Illinois, an exhibition showcasing all Swatch models designed by artists. Next stop: Los Angeles.

1 Mio US\$ aus dem Verkauf des «IOC 100» zur Förderung von Jugend-Sportprojekten. Gleichzeitig wird dem Internationalen Publikum die zweite der vier Olympic Games Collections «For Honour and Glory» vorgestellt.

Juni - Aug.: 1995 European Swatch Beach Volleyball Circuit in Ajaccio (Korsika), Pescara (Italien), Rapperswil/Jona (Schweiz), Machovo (Tschechische Republik), Glyfada (Griechenland) und St. Quay (Frankreich).

Sommer: Der Swatch Summer-Special «C-Monsta» taucht an Special Events in verschiedenen Swatch-Märkten auf.

Aug.: Im Rahmen der weltweiten Lancierung von Windows '95 ist Swatch - als Platinum-Partner von Bill Gates - für angeschlossene PC-Benutzer auf dem Microsoft Network zu empfangen.

Aug. - Dez.: Paulo Mendonça, der Komponist der ersten 7-Ton-MusiCall geht auf Tournee durch Europa.

Herbst: Der Countdown läuft: 12 Swatch O'Clock Art Clock Towers werden weltweit in 12 Grossstädten installiert und zählen die Sekunden bis zur Eröffnung der Olympischen Sommerspiele am 19. Juli 1996 in Atlanta. Die Städte, in denen der Countdown läuft: Athen, Barcelona, Berlin, Hongkong, Lausanne, London, Los Angeles, Paris, Rom, Tokio, Sydney und Beijing.

Okt.: Die Swatch Irony-Kollektion wird weiterentwickelt und bringt Chronos und Scubas in Stainless Steel und Alu.

14. Okt.: Nicolas G. Hayek, Helmut Werner und Jürgen Hubbert legen im lothringischen Hambach gemeinsam den Grundstein für das Montage-Werk des «Smart Swatch Car - Concept by Mercedes-Benz».

28. Okt.: «Switzerland Live!» in Covent Garden, London. Als Hauptsponsor demonstriert Swatch den Wiedereinstieg in die Snowboard Szene. Swatch wird die offiziell neu anerkannte Disziplin «Boardercross» unterstützen, welche die beiden Welten der «Freestyler» und «Racer» vereint.

9. Nov.: «Art to Swatch» in Chicago, Illinois startet die Ausstellung.

Samaranch, le Président du Comité International Olympique, un chèque de 1 mio US\$ provenant de la vente des «IOC 100». Cette somme est destinée à promouvoir des projets sportifs en faveur de la jeunesse. Par la même occasion, la deuxième des quatre collections Olympic Games «For Honour and Glory» est présentée au public International.

Juin - août: 1995 European Swatch Beach Volleyball Circuit à Ajaccio (Corse), Pescara (Italie), Rapperswil/Jona (Suisse), Machovo (République Tchèque), Glyfada (Grèce) et St.-Quay (France).

Été: La Swatch Summer-Special «C-Monsta» fait son apparition sur divers marchés Swatch à l'occasion d'événements spéciaux.

Août: Dans le cadre du lancement mondial de Windows '95, Swatch peut être reçu - en tant que partenaire de Bill Gates - par les utilisateurs de PC connectés au réseau Microsoft.

Août - déc.: Paul Mendonça, le compositeur de la première MusiCall à 7 tons, fait une tournée à travers l'Europe.

Automne: Le compte à rebours a commencé: 12 Swatch O'Clock Towers sont installées dans 12 métropoles à travers le monde et comptent les secondes jusqu'à l'ouverture des jeux Olympiques d'été le 19 juillet 1996 à Atlanta. Les villes dans lesquelles le compte à rebours est en marche: Athènes, Barcelone, Berlin, Hongkong, Lausanne, Londres, Los Angeles, Paris, Rome, Tokyo, Sydney et Pékin.

Octobre: Les modèles Chrono et Scuba en acier inoxydable et alu viennent compléter la collection Swatch Irony.

14 oct.: Nicolas G. Hayek, Helmut Werner et Jürgen Hubbert posent ensemble, à Hambach en Lorraine, la première pierre de l'usine de montage du «Smart Swatch Car - Concept by Mercedes-Benz».

28 oct.: «Switzerland live!» à Covent Garden, Londres. En sa qualité de principal sponsor, Swatch marque son retour dans le monde du snowboard. Swatch veut apporter son soutien au «boardercross», discipline reconnue officiellement depuis peu et qui

dello «IOC 100» e destinati a promuovere progetti sportivi per la gioventù. Contemporaneamente, in tutto il mondo viene presentata «For Honour and Glory», la seconda delle quattro Olympic Games Collections.

Giù. - ago.: 1995 European Swatch Beach Volleyball Circuit a Ajaccio (Corsica), Pescara (Italia), Rapperswil/Jona (Svizzera), Machovo (Repubblica Ceca), Glyfada (Grecia) e St. Quay (Francia).

Estate: Lo Swatch Summer Special «C-Monsta» si mette in mostra durante diversi Special Events in vari paesi.

Ago.: Nel quadro del lancio mondiale di Windows 95, è possibile collegarsi con Swatch, partner di platino di Bill Gates, sulla rete Microsoft.

Ago. - dic.: Paulo Mendonça, il compositore del primo MusiCall a 7 toni, è in tournée attraverso l'Europa.

Autunno: Inizia il conto alla rovescia. In 12 metropoli di tutto il mondo (Atene, Barcellona, Berlino, Hongkong, Losanna, Londra, Los Angeles, Parigi, Roma, Tokio, Sydney e Pechino), vengono erette 12 Swatch O'Clock Art Clock Towers per scandire i secondi fino all'inaugurazione dei Giochi olimpici estivi di Atlanta, il 19 luglio 1996.

Ott.: La collezione Swatch Irony viene ampliata con i Chrono e gli Scuba in acciaio inossidabile e alluminio.

14 ott.: Nella cittadina lorenese di Hambach, Nicolas G. Hayek, Helmut Werner e Jürgen Hubbert posano insieme la prima pietra degli stabilimenti di montaggio della «Smart Swatch Car - Concept by Mercedes-Benz».

28 ott.: «Switzerland Live!» nel Covent Garden di Londra. Quale sponsor principale, Swatch rifà capolino nel mondo dello snowboard e decide di sostenere «boardercross», una disciplina ufficialmente riconosciuta, nata dalla fusione del «freestyle» e del «racer».

9 nov.: A Chicago, Illinois, si apre «Art to Swatch». La mostra che presenta tutti gli Swatch creati da artisti. Prossima tappa: Los Angeles.

Nov. 12: Just 250 days to Atlanta and "Perfect Timing", a Swatch chronometer which was put through it paces by the COSC (Switzerland's official chronometer testing centre), is launched in Athens as part of another countdown. From now until the opening of the Olympic Games, just one of the 250 Swatch Automatics will be sold somewhere in the world every day.

Dec. 16: A mega event is held in Laax/Films (Switzerland) to celebrate the introduction of "Swatch Access", a joint project involving Swatch and the Austrian company SkiData. This winter, Swatch Access will be in action at 500 slopes in the European Alps, the USA and Canada.

Dec.: "The Swatch Collectors of Swatch" prepares for another exciting year under a new name: "Swatch The Club" – all over the world.

Christmas: The "Magic Spell" Christmas Special, the first Swatch to come complete with a cover, revives an ancient watch-making tradition.

die ausführlich alle von Künstlern gestalteten Swatch Modelle zeigt. Nächster Halt Los Angeles.

12. Nov.: Noch 250 Tage bis Atlanta: Lancierung des von COSC (Contrôle Officiel Suisse des Chronomètres) getesteten Swatch Chronometers "Perfect Timing" in Athen und Start zum Countdown. Ab diesem Datum wird jeden Tag eine von 250 Swatch Automatic "Perfect Timing" verkauft.

16. Dez.: in Laax/Films wird die "Swatch Access", ein Gemeinschaftsprojekt von Swatch und der österreichischen Firma SkiData, mit einem grossen Event eingeführt. Die Swatch Access ist im kommenden Winter auf 500 Skipisten im Alpenraum sowie in den USA und Kanada im Einsatz.

Dec.: "The Swatch Collectors of Swatch" rüstet sich fürs neue Jahr und wird zu "Swatch The Club" – all over the world.

Christmas: Die Swatch X-mas Special "Magic Spell" lässt die Tradition der Montres d'Amour aufleben.

réunit le monde des «Freestylers» et celui des «Racers».

9 nov.: «Art to Swatch» à Chicago, Illinois, inaugure l'exposition qui présente en détail tous les modèles Swatch créés par des artistes. Prochain arrêt à Los Angeles.

12 nov.: Encore 250 jours jusqu'à Atlanta: Lancement du chronomètre Swatch «Perfect Timing» testé par le COSC (Contrôle Officiel Suisse des Chronomètres) à Athènes et début du compte à rebours. Dès cette date, l'un des exemplaires des 250 Swatch Automatic «Perfect Timing» est mis en vente chaque jour.

16 déc.: Lancement dans le cadre d'un événement majeur de la «Swatch Access» à Laax/Films, un projet commun entre Swatch et l'entreprise autrichienne SkiData. Cet hiver, la Swatch Access pourra être utilisée sur 500 pistes de ski dans les régions alpines.

Déc.: «The Swatch Collectors of Swatch» se prépare pour la nouvelle année et devient «Swatch The Club» – all over the world.

Noël: La Swatch X-mas Special «Magic Spell» fait revivre la tradition des montres d'Amour.

12 nov.: Mancano solo 250 giorni ad Atlanta. Lancio ad Atene di «Perfect Timing», il cronometro automatico Swatch testato dal COSC (Contrôle Officiel Suisse des Chronomètres), e inizio del conto alla rovescia con la vendita ogni giorno di uno dei 250 «Perfect Timing» prodotti.

16 dic.: A Laax/Films, con un'imponente manifestazione viene lanciato «Swatch Access», un progetto comune di Swatch e della ditta austriaca SkiData, che nel corso dell'inverno sarà impiegato su 500 piste dell'arco alpino.

Dic.: «The Swatch Collectors of Swatch» affila le armi per il nuovo anno e si trasforma in «Swatch The Club» – all over the world.

Natale: Lo Swatch X-mas Special «Magic Spell» fa rivivere la tradizione delle «montres d'amour».

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Korea: Namsung Corp., C.P.O. Box 2907, Seoul

Kuwait: Jashanmal & Partners, P.O. Box 5138, 13052 Safat

Lebanon: Sindia S.A.R.L., Khalil Fattal & Sons, Sin El Fil, P.O. Box 110773, Beirut

Malaysia: Silveroyal PTE Ltd., 10th Floor, Letter Box 11, Bangunan Hong Kong Bank Bldg., No. 2 Leboh Ampang, 50100 Kuala Lumpur

Malta: Time International Company Ltd., Time Buildings, 254 St. Paul's Street, Valletta

Maroc: K.T.L.C., 31, rue Zaid Ibnou Rifaa, Maarif-Casablanca

Mexico: La Locura Suiza S.A. de C.V., Av. Ejército Nacional 499 - 1º piso, Col. Granada, 11520 Mexico D.F.

Netherlands: Ed Maassen C.V., Postbus 1250, Lage Barakken 45, 6221 CH Maastricht

New Zealand: Olympic Swiss Ltd., 3, Olive Road, P.O. Box 12-346, Penrose, Auckland

Norway: A. Hausamann A/S, Stalfjaera 26, Kalbakken, P.O. Box 143, 0902 Oslo 9

Oman: Khimji Ramdas, P.O. Box 19, Muscat

Rep. de Panama: Swiss Sport Corp., Zona Libre de Colon, P.O. Box 4201, Colon

Paraguay: American Trading 2000, Avenida General Bernardino, Caballero No 178, P.O. Box 2158, Asunción

Peru: Damico S.A., Av. Ernesto Diez Canseco 442, Piso 10, Miraflores

Philippines: Gift Gate Inc., 2/F Padilla Arcade, Greenhills Shopping Center, 1502 San Juan, Metro Manila

Poland: Baltic Company Ltd., ul. Postepu 18, 02-676 Warsaw

Portugal: Tempus Internacional Lda, Rua dos Douradores, 83-10, 1100 Lisboa

Puerto Rico: Nilo Watch Parts Inc., Av. de Diego 169, Rio Piedras P.R. 00925

Romania: TOP Holding S.A., 66B, Iancu de Hunedoara Blvd., SC.B, 8th floor, Ap. 58, Bucharest 1

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U.S.A.: Swatch Watch U.S.A., 35 East 21st Street, New York, N.Y. 10010

Venezuela: Swiss Watch Corporation, Torre Humboldt, 12 Floor, Office No 1207, Urbanización Prados del Este, B.P. No 984, Caracas 1010

Vietnam: Dong Nam Associates Ltd., Lyndhurst Tower, RM 504, 1 Lyndhurst Terrace, Central, Hong Kong

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1996

Jan. 27: In Turkey, a Swatch "Perfect Timing" – the 562nd model in the collection – is presented to its winner. The Swatch "Perfect Timing" reminds the world of the approaching 1996 Atlanta Olympic Games, which for Swatch, the Official Timekeeper, are destined to be the biggest event of the year.

Jan. 28: "Swatch delle Nevi" – at a major event in Courmayeur, Italy, Swatch Access replaces the ski pass for all Swatch fans.

Jan. 31: A Swatch O'Clock Tower designed by Spanish artist Javier Mariscal is ceremoniously unveiled – one of 12 such towers heralding the 1996 Atlanta Olympic Games.

Feb. 14: The St. Valentine's Day Special '96: designed to ensure that lovers are never late for a date.

Feb. 15: Opening of Swatch Store at South Street, Pier 89, New York, USA.

Feb. 22: Access to Space: Swiss astronaut Claude Nicollier blasts off with a Swatch Access from Kennedy Space Center in Florida on a 13-day STS mission organized jointly by NASA and ASI (Italian Space Agency).

Feb. 29: Nam June Paik invites guests to his studio in New York, where his Swatch Art Special, "Zapping", is revealed. "Zapping" is available only on the Internet. More fun for surfers with the "Net Hunter Game" on <http://swatch-art.com/password:democracy/user name: swatch>.

March 2: An appointment with top photographer Annie Leibovitz for Said Aouita, Bob Beamon, Gelindo Bordin, Sebastian Coe, Nadia Comaneci, Dan Jansen, Edwin Moses, Mark Spitz, Daley Thompson and Katarina Witt. The ten "Olympic Legends" were immortalized in the third Centennial Olympic Games Collection.

March 4: Katarina Witt, German ambassador for Swatch at the 1996 Atlanta Olympic Games, is present when the Swatch "Perfect Timing" is auctioned in Berlin.

March 7-10: A Watch & Jewellery Exhibition is rapturously received in Turkey.

27. Jan.: In der Türkei wird die Swatch «Perfect Timing» ihrem Gewinner übergeben; es ist die 562. Swatch in dessen Sammlung. Die Swatch «Perfect Timing» kündigt weltweit die 1996 Atlanta Olympic Games an, die für Swatch als Official Timekeeper in diesem Jahr zum bedeutendsten Ereignis werden.

28. Jan.: «Swatch delle Nevi» – am grossen Event in Courmayeur, Italien, wird die Swatch Access für alle Swatch-Fans zum Skipass.

31. Jan.: In Barcelona wird der Swatch O'Clock Tower des spanischen Künstlers Javier Mariscal feierlich enthüllt – als einer von 12 Vorböten auf die 1996 Atlanta Olympic Games.

14. Feb.: Der St. Valentine's Special '96 ist für Verliebte, damit sie immer pünktlich zum Rendez-vous erscheinen.

15. Feb.: Opening Swatch Store New York, USA: South Street – Pier 89.

22. Feb.: Access to Space: Im Kennedy Space Center in Florida startet Claude Nicollier mit «Swatch Access» im Gepäck zur 13 Tage dauernden gemeinsam von NASA und ASI (Italian Space Agency) geplanten STS-Mission.

29. Feb.: Nam June Paik lädt in sein Studio in New York, wo sein Swatch Art Special «Zapping» der Presse vorgestellt wird. Die «Zapping» wird exklusiv über Internet verkauft. Dazu gibt es das «Net Hunter Game» auf Internet <http://swatch-art.com/password:democracy/user name: swatch>.

2. März: Fototermin bei Annie Leibovitz: Said Aouita, Bob Beamon, Gelindo Bordin, Sebastian Coe, Nadia Comaneci, Dan Jansen, Edwin Moses, Mark Spitz, Daley Thompson und Katarina Witt stehen als «The Olympic Legends» Pate für die dritte Centennial Olympic Games Collection.

4. März: Mit Katarina Witt, der deutschen Botschafterin für Swatch an den 1996 Atlanta Olympic Games, wird in Berlin die Swatch «Perfect Timing» versteigert.

7.-10. März: In der Türkei findet die Watch & Jewellery Exhibition grossen Anklang.

27 jan.: En Turquie, le gagnant de la Swatch «Perfect Time» reçoit son prix; il s'agit de la 562^e Swatch de sa collection. La Swatch «Perfect Time» annonce au monde entier l'imminence des Jeux Olympiques d'Atlanta 1996, qui représenteront pour Swatch, en sa qualité de chronométrier officiel, l'événement majeur de cette année.

28 jan.: Dans le cadre d'une grande manifestation à Courmayeur, en Italie, la Swatch Access «Swatch delle Nevi» devient passeport des neiges pour tous les fans de Swatch.

31 jan.: La Swatch O'Clock Tower de l'artiste espagnol Javier Mariscal est inaugurée à Barcelone. Elle représente l'un des douze précurseurs des Jeux Olympiques d'Atlanta 1996.

14 fév.: Avec le modèle St. Valentine's Special '96, les amoureux seront toujours à l'heure au rendez-vous.

15 fév.: Ouverture d'un Swatch Store à New York, aux USA: South Street – Pier 89.

22 fév.: Access to Space: Au Kennedy Space Center en Floride, Claude Nicollier s'envole pour la mission STS, un projet commun de la NASA et de l'ASI (Italian Space Agency), avec la «Swatch Access» dans ses bagages.

29 fév.: Nam June Paik invite la presse dans son studio new-yorkais pour lui présenter sa Swatch Art Special «Zapping». Le modèle «Zapping» est vendu exclusivement via Internet, avec en prime le «Net Hunter Game» sur Internet <http://swatch-art.com/password:democracy/user name: swatch>.

2 mars: Séance photos chez Annie Leibovitz: «The Olympic Legends» Said Aouita, Bob Beamon, Gelindo Bordin, Sebastian Coe, Nadia Comaneci, Dan Jansen, Edwin Moses, Mark Spitz, Daley Thompson et Katarina Witt sont les parrains de la troisième Centennial Olympic Games Collection.

4 mars: La Swatch «Perfect Timing» est mise aux enchères à Berlin, avec le soutien de Katarina Witt, l'ambassadrice de Swatch aux Jeux Olympiques d'Atlanta 1996.

7-10 mars: La «Watch & Jewellery Exhibition» rencontre un grand succès en Turquie.

27 gen.: In Turchia la Swatch «Perfect Timing» viene consegnato al suo vincitore, un collezionista la cui collezione si arricchisce così del 562esimo esemplare. La Swatch «Perfect Timing» annuncia in tutto il mondo i Giochi Olimpici di Atlanta che vedranno Swatch nelle vesti di cronometrista ufficiale. Per la casa di Bienne, si tratta indubbiamente dell'appuntamento più importante dell'anno.

28 gen.: «Swatch delle Nevi». A Courmayeur, nel corso di una simpatica manifestazione, lo Swatch Access diventa lo ski-pass di tutti i fan di Swatch e dello sci.

31 gen.: a Barcellona viene scoperta solennemente la Swatch O'Clock Tower dell'artista spagnolo Javier Mariscal, una delle 12 che annunciano i Giochi Olimpici di Atlanta.

14 feb.: Il St. Valentine's Special è dedicato a tutti gli innamorati, affinché arrivino sempre puntuali agli appuntamenti.

15 feb.: apertura dello Swatch Store di New York, USA, in South Street-Pier 89.

22 feb.: Access to Space: dal Kennedy Space Center in Florida, Claude Nicollier parte alla volta dello spazio nel quadro di una missione STS di 13 giorni della NASA e dell'ASI (Italian Space Agency). Nel suo bagaglio, uno «Swatch Access».

29 feb.: Nam June Paik invita la stampa nel suo atelier di New York per presentare il suo Swatch Art Special «Zapping», venduto in esclusiva su Internet e abbinato al «Net Hunter Game». L'indirizzo: <http://swatch-art.com/> parola d'ordine: democracy / nome utente: swatch.

2 marzo: appuntamento dalla fotografa Annie Leibovitz per i leggendari campioni olimpici: Said Aouita, Bob Beamon, Gelindo Bordin, Sebastian Coe, Nadia Comaneci, Dan Jansen, Edwin Moses, Mark Spitz, Daley Thompson e Katarina Witt, che tengono a battesimo la terza Centennial Olympic Games Collection.

4 marzo: con la partecipazione di Katarina Witt, l'ambasciatrice di Swatch ai Giochi Olimpici di Atlanta, a Berlino viene messo all'asta lo Swatch «Perfect Timing».

1996 March 8-9: The Swatch Artists Collection brings together the rarest Swatch models in an exhibition in Hong Kong, including "Zapping", a model by Korean video artist Nam June Paik, launched a short time previously in New York.

March 13: Opening of Swatch Store at Via Cavour 90, Ravenna, Italy.

March 29: The 1996 Spring/Summer Collection is launched at a fashion show in Tokyo's famous "Liquid Room" featuring Japan's best-known DJs.

March 31: Swatch takes a high profile at the 24th Stramilano in Milan - the second time it has attended the event. A new Olympic Collection, "The Legends", is unveiled to the 50,000 spectators and the press.

April 7: Opening of Swatch Store at Rue du Marché 8, Geneva, Switzerland.

April 19/21: The Vision Boardercross Tour 95/96 presented by Swatch, which started in Sölden in November 1995, comes to a climax in Laax.

May 1: Opening of Swatch Store at Las Vegas Blvd. Space D29, Las Vegas, USA.

May 3: Opening of Swatch Store at 711 Pilot Road, Las Vegas, USA.

May 11: Life Ball at Vienna City Hall for the benefit of Austria's Aids Support. The wearer of the most imaginative gown wins a trip to the 1996 Atlanta Olympic Games courtesy of Swatch.

May 30: Opening of Swatch Store at 10, Avenue de Verdun, Nice, France.

June 6: Opening of the Swatch and O'Neill European Beach Volleyball Championship in Norway. The victors later take part at the Atlanta Olympic Games, where beach volleyball enjoys its debut as an official Olympic discipline.

June 15: Start of the Swatch Experience: as part of the run-up to the Games in Atlanta, 10,000 competitors in ten Italian cities run and ride against the clock.

June 19: Members of the Chinese Olympic team are presented with the Swatch NOC Chinese Olympic Team Watch, which will accompany them to Atlanta as "the only Swiss allowed on the Chinese Olympic Team".

8./9. März: The Swatch Artists Collection bringt die seltensten Swatch-Modelle in einer Ausstellung nach Hongkong, darunter auch die zuvor in New York lancierte «Zapping» des koreanischen Video-Künstlers Nam June Paik.

13. März: Opening Swatch Store Ravenna, Italien: Via Cavour 90.

29. März: In Tokio wird im «Liquid Room» die Spring/Summer Collection 96 an einer Fashion Show mit Japans bekanntesten DJ's lanciert.

31. März: An den 24. Stramilano in Mailand ist Swatch schon zum zweiten Mal präsent und nicht zu übersehen. Den 50'000 Teilnehmern und der Presse wird die Olympic Collection "The Legends" vorgestellt.

7. April: Opening Swatch Store Genf. Schweiz: Rue du Marché 8.

19.-21. April: Die Vision Boarder Cross Tour 95/96 presented by Swatch, die im November '95 in Sölden startete, findet ihren Höhepunkt in Laax.

1. Mai: Opening Swatch Store Las Vegas, USA: Las Vegas Blvd. Space D29.

3. Mai: Opening Swatch Store Las Vegas, USA: Pilot Road 711.

11. Mai: Life-Ball im Wiener Rathaus zugunsten der österreichischen Aids-Hilfe. Das fantasievollste Ballkleid gewinnt eine Reise mit Swatch zu den 1996 Atlanta Olympic Games.

30. Mai: Opening Swatch Store Nizza, Frankreich: Avenue de Verdun 10.

6. Juni: Start der European Beach Volleyball Championship von Swatch und O'Neill in Norwegen. Die Gewinner werden an den Atlanta Olympic Games teilnehmen, wo Beach Volley zum ersten Mal olympische Disziplin wird.

15. Juni: Start der Swatch Experience: Im Vorfeld der Wettkämpfe in Atlanta rennen und radeln in Italien 10'000 Teilnehmer in 10 Städten um die Wette.

19. Juni: Den chinesischen Olympia-Teilnehmern wird die Swatch NOC Chinese Olympic Team Watch übergeben, die sie als «the only Swiss Allowed On The Chinese Olympic Team» nach Atlanta begleiten wird.

8-9 mars: Les modèles Swatch les plus rares sont présentés dans «The Swatch Artists Collection», dans le cadre d'une exposition à Hong Kong. On y trouve aussi le modèle «Zapping» créé par Nam June Paik, l'expert coréen en art vidéo, modèle lancé peu avant à New York.

13 mars: Ouverture d'un Swatch Store à Ravenna, en Italie: Via Cavour 90.

29 mars: Lancement de la collection Printemps/Été 96 au «Liquid Room» à Tokyo, dans le cadre d'une présentation de mode, avec la participation des DJ's japonais les plus en vue.

31 mars: Pour la seconde fois, Swatch est présente et incontournable aux 24e «Stramilano» à Milan. La Collection Olympique «The Legends» y est présentée aux 50.000 participants, ainsi qu'à la presse.

7 avril: Ouverture d'un Swatch Store à Genève, en Suisse: Rue du Marché 8.

19-21 avril: Le Vision Boarder Cross Tour 95/96 presented by Swatch, qui a pris le départ en novembre 95 à Sölden, en Autriche, trouve son apogée à Laax.

1^{er} mai: Ouverture d'un Swatch Store à Las Vegas, aux USA: Las Vegas Blvd. Space D29.

3 mai: Ouverture d'un Swatch Store à Las Vegas, aux USA: Pilot Road 711.

11 mai: Bal de bienfaisance au Rathaus de Vienne, en faveur de l'aide autrichienne au SIDA. La robe de bal la plus originale gagne un voyage avec Swatch aux Jeux Olympiques d'Atlanta 1996.

30 mai: Ouverture d'un Swatch Store à Nice, en France: Avenue de Verdun 10.

6 juin: Début du championnat de Beach Volleyball sponsorisé par Swatch et O'Neill en Norvège. Neuf équipes de sept pays européens sont en compétition. Les vainqueurs participeront aux Jeux Olympiques d'Atlanta, où le Beach Volley est admis pour la première fois en tant que discipline olympique.

15 juin: Départ de la Swatch Experience: en guise de préliminaires aux compétitions d'Atlanta, 10.000 participants se mesurent en courant et roulant dans dix villes d'Italie.

7-10 marzo: in Turchia, la Watch & Jewellery Exhibition riscuote un grande successo.

8-9 marzo: la Swatch Artists Collection espone gli Swatch più rari a Hong Kong. Tra i modelli anche «Zapping», lo Swatch del videartista coreano Nam June Paik, lanciato una decina di giorni prima a New York.

13 marzo: apertura dello Swatch Store di Ravenna. In Via Cavour 90.

29 marzo: nella «Liquid Room» di Tokio, nel corso di una sfilata di moda a cui partecipano i più famosi DJ's giapponesi, viene lanciata la collezione primavera/estate 96.

31 marzo: Swatch partecipa per la seconda volta alla «Stramilano», quest'anno alla sua 24esima edizione. Ai 50'000 partecipanti e alla stampa viene presentata la collezione olimpica «The Legends».

7 apr.: apertura dello Swatch Store di Ginevra, Svizzera. In Rue du Marché 8.

19-21 apr.: si conclude alla grande a Laax il Vision Boarder Cross Tour 95/96, che aveva preso il via a Sölden nel novembre del 1995.

1^a mag.: apertura dello Swatch Store di Las Vegas, USA. in Las Vegas Blvd. Space D29.

3 mag.: apertura dello Swatch Store di Las Vegas, USA. in Pilot Road 711.

11 mag.: «Life Ball» nel municipio di Vienna a favore dell'Associazione austriaca per l'aiuto ai malati di AIDS. L'abito più originale vince un viaggio con Swatch ai Giochi Olimpici di Atlanta.

30 mag.: apertura dello Swatch Store di Nizza, Francia. in Avenue de Verdun 10.

6 giu.: inizio in Norvegia degli European Beach Volleyball Championship sponsorizzati da Swatch e O'Neill. I vincitori parteciperanno alle Olimpiadi di Atlanta, dove il beachvolley sarà per la prima volta disciplina olimpica.

15 giu.: inizio della Swatch Experience, un'anticipazione delle gare di Atlanta, che in 10 città italiane vede la partecipazione di 10'000 persone che si cimentano nella corsa e nel ciclismo.

- 1996**
- June 21:** Opening of Swatch Store at Bahnhofstrasse 94, Zurich, Switzerland.
- June 22/23:** The Big Summer Opening in Saas Fee in the Swiss Alps with sports, fun and music. Everything from "the world's longest downhill bike inferno" to the Summer Big Air, Style Boardercross Snowboard Jump and Telemark.
- June 24:** Presentation of the Prix Bolero in Zurich, an award for Swiss newcomers to fashion design. Swatch is present as main sponsor and Nayla Hayek is on the jury.
- June 24:** Opening concert on the Paulo Mendonca Japan Tour.
- June 28:** Opening of Swatch Stores at Building Q, Pier 39, San Francisco, USA, and Heathrow Terminal 4, London, UK.
- June 30/July 1:** The Swatch flagship puts to sea from the old harbour of Genoa with 1200 passengers from all over Italy and the "smart" making its Italian premiere.
- July:** Swatch launches the "Victory Ceremony Series" – consisting of a gold, silver and bronze for each event – to commemorate the 1996 Atlanta Olympic Games and the athletes' performances.
- July 3:** Opening of Swatch Store at 50 South Main Street, Salt Lake City, USA.
- July 4:** In Milan, Swatch Timing and the "Olympic Legends" collection are presented to the public in the presence of Gelindo Bordin as part of the final run-in to the 1996 Atlanta Olympic Games.
- July 5:** Opening of Swatch Store at 138 N.W. Peachtree Street, Atlanta, USA.
- July 10:** The watch that never stops: the 200 millionth Swatch comes off the production line in Biel. Somewhat upstaged by events in Atlanta, but no less important for all that.
- July 17-30:** Five hundred young athletes from 145 countries get together at Berry College, Georgia, for their own "Olympics" as part of the "Atlanta 1996 Olympic Youth Camp presented by Swatch".
- 21. Juni:** Opening Swatch Store Zürich, Schweiz: Bahnhofstrasse 94.
- 22./23. Juni:** The Big Summer Opening in Saas Fee, in den Schweizer Alpen mit Sports and Fun and Music. Von «the World's longest Downhill Bike Inferno» über Summer Big Air und Style Boardercross Snowboard Jump bis zum Telemark.
- 24. Juni:** In Zürich wird der Prix Bolero verliehen, der Design-Preis für Schweizer Newcomer im Fashion Design. Swatch ist als Hauptsponsor dabei und mit Nayla Hayek in der Jury vertreten.
- 24. Juni:** Erstes Konzert der Paulo Mendonca Japan Tour.
- 28. Juni:** Opening Swatch Stores San Francisco, USA: Building Q, Pier 39, und London, England: Heathrow Terminal 4.
- 30. Juni/1. Juli:** Swatch Flagship sticht im alten Hafen von Genua in See, mit 1200 Gästen aus ganz Italien an Bord – und dem smart als Premiere in Italien.
- Juli:** Aus Anlass der 1996 Atlanta Olympic Games und zur Würdigung der Leistungen der Athleten lanciert Swatch die «Victory Ceremony Series», bestehend aus je einer «Gold», «Silber» und «Bronze»-Irony.
- 3. Juli:** Opening Swatch Store Salt Lake City, USA: South Main Street 50.
- 4. Juli:** In Mailand wird als Vorbereitung auf die 1996 Atlanta Olympic Games im Beisein von Gelindo Bordin Swatch Timing und die Kollektion der «Olympic Legends» vorgestellt.
- 5. Juli:** Opening Swatch Store Atlanta, USA: Peachtree St. N.W. 138.
- 10. Juli:** Swatch als Dauerbrenner: In Biel läuft die 200millionste Swatch vom Band. Ein Ereignis, das von den Vorbereitungen auf die 1996 Atlanta Olympic Games etwas verdrängt wird, aber deshalb nicht weniger bedeutend ist.
- 17.-30. Juli:** Im «Atlanta 1996 Olympic Youth Camp presented by Swatch» treffen sich im Berry College, Georgia, 500 junge «Sportler» aus 145 Ländern zu einer eigenen «Olympiade».
- 19 juin:** Les membres de la délégation olympique chinoise reçoivent la Swatch NOC Chinese Olympic Team Watch, qui les accompagnera à Atlanta en tant que «the only Swiss Allowed On The Chinese Olympic Team».
- 21 juin:** Ouverture d'un Swatch Store à Zurich, en Suisse: Bahnhofstrasse 94.
- 22/23 juin:** The Big Summer Opening à Saas Fee, dans les Alpes suisses, avec «Sports and Fun and Music». Au programme: «The World's longest Downhill Bike Inferno», Summer Big Air, Style Boardercross Snowboard Jump et Telemark.
- 24 juin:** Le prix Bolero est décerné à Zurich. Il récompense le meilleur design de nouveaux venus suisses dans le domaine de la création de mode. Swatch est de la partie en qualité de principal sponsor et représentée dans le jury par Nayla Hayek.
- 24 juin:** Premier concert de la tournée japonaise de Paulo Mendonça.
- 28 juin:** Ouverture d'un Swatch Store à San Francisco, aux USA: Building Q, Pier 39, et à Londres, en Angleterre: Heathrow Terminal 4.
- 30 juin/1er juillet:** Le vaisseau amiral Swatch prend la mer dans le vieux port de Gênes, avec à son bord 1200 invités venus des quatre coins d'Italie et, pour la première fois en Italie, la smart.
- Juillet:** A l'occasion des Jeux Olympiques d'Atlanta 1996 et en signe d'appréciation des performances des athlètes, Swatch lance la «Victory Ceremony Series», dont chaque modèle comporte une Irony en «Or», en «Argent» et en «Bronze».
- 3 juil.:** Ouverture d'un Swatch Store à Salt Lake City, aux USA: South Main Street 50.
- 4 juil.:** En présence de Gelindo Bordin et en guise de prélude aux Jeux Olympiques d'Atlanta 1996, Swatch Timing et la collection «Olympic Legends» font l'objet d'une présentation à Milan.
- 5 juil.:** Ouverture d'un Swatch Store à Atlanta, aux USA: Peachtree St. N.W. 138.
- 10 juil.:** Succès continu pour Swatch: A Bienne, la 200 millionième Swatch sort de production. Un événement resté
- 19 giu.:** ai membri della squadra olimpica cinese viene consegnato lo Swatch NOC Chinese Olympic Team Watch, che li accompagnerà ad Atlanta quale «the only Swiss Allowed on the Chinese Olympic Team».
- 21 giu.:** apertura dello Swatch Store di Zurigo, Svizzera, in Bahnhofstrasse 94.
- 22/23 giu.:** The Big Summer Opening a Saas Fee, nel cuore delle Alpi svizzere. Sport, divertimento e musica con: «the World's longest Downhill Bike Inferno», Summer Big Air, Style Boardercross Snowboard Jump, telemark, eccetera, eccetera.
- 24 giu.:** assegnazione a Zurigo del Prix Bolero, un riconoscimento che premia i più promettenti stilisti svizzeri. Swatch è lo sponsor principale e nella giuria è rappresentato da Nayla Hayek.
- 24 giu.:** prima data della tournée giapponese di Paulo Mendonça.
- 28 giu.:** apertura dello Swatch Store di San Francisco, USA, Building Q, Pier 39, e di Londra, Inghilterra, Heathrow Terminal 4.
- 30 giu./1° lug.:** lo Swatch Flagship salpa dal vecchio porto di Genova con a bordo 1200 ospiti e la smart, che fa la sua prima apparizione in Italia.
- Lug.:** in occasione dei Giochi Olimpici di Atlanta e per onorare le prestazioni degli atleti, Swatch lancia le «Victory Ceremony Series», composte rispettivamente da un Irony d'oro, d'argento e di bronzo.
- 3 lug.:** apertura dello Swatch Store di Salt Lake City, USA, in South Main Street 50.
- 4 lug.:** in vista dei Giochi di Atlanta, a Milano, in presenza di Gelindo Bordin, vengono presentati lo Swatch Timing e la collezione «Olympic Legends».
- 5 lug.:** apertura dello Swatch Store di Atlanta, USA, in Peachtree St. N.W. 138.
- 10 lug.:** Swatch, un successo che non accenna a diminuire. A Bienne viene prodotto il 200 milionesimo esemplare. Un evento importante, anche se passa un po' in secondo piano a causa dei preparativi per Atlanta.

English

Deutsch

Français

Italiano

- 1996 July 18:** Nicolas G. Hayek personally carries the Olympic flame – which has come all the way from Los Angeles across America – for a short distance on the last leg of its journey to Atlanta.
- July 19:** Opening of Swatch Store at the Musée Olympique, Lausanne, Switzerland.
- July 19:** A Swatch "Victory Ceremony Series" set is auctioned during a brunch program on Germany's SAT 1 TV channel for DM 43,000.
- July 19 – Aug. 4:** 1996 Atlanta Olympic Games. Swatch is Official Timekeeper for the very first time and has its own Swatch Pavilion in the Centennial Olympic Park, where Nicolas G. Hayek receives visitors and guests from all over the world.
- July 26:** Opening of Swatch Store at 289 Woodbridge Center Drive, Woodbridge, USA.
- Aug. 2:** Opening of Swatch Store at Piazza S. Giovanni 22/r, Florence, Italy.
- Aug. 6:** Launch of the "Swatch Historical Olympic Games" collection at Isetan, one of Tokyo's largest department stores.
- Aug. 10:** Swatch In-Line-Beton on concrete in Königsee, Germany: you couldn't hope to find a sport more typically suited to Swatch, a cross between Sunny Corner and Halfpipe, high performance in a bob run. Hot stuff.
- Aug. 23/24/25:** Swatch International Roller & In-Line Contest in Lausanne with some of the best skaters around.
- Aug. 28:** The Swatch Cordless Phone is presented to the media and the public at the CEBIT in Munich: state-of-the-art telecommunications technology conforming to DECT pan-European cordless communications standards.
- Aug. 30/31/Sept. 1:** Final of the Swatch Beach Volley tour in Pescara, Italy.
- Sept. 2-14:** At the Galeries Lafayette in Paris, smart is voted biggest design hit of the year and awarded the 1996 Grand Prix of Design.
- Sept. 7:** Opening of Swatch Store at Neuhauserstrasse 49 (temporary premises), Munich, Germany.
- 18. Juli:** Nicolas G. Hayek trägt persönlich das Olympische Feuer, das von Los Angeles quer durch die USA nach Atlanta kam, ein letztes Stück dem Ziel entgegen.
- 19. Juli – 4. Aug.:** 1996 Atlanta Olympic Games. Swatch ist zum ersten Mal offizieller Zeitnehmer und mit dem Swatch Pavillon im Centennial Olympic Park präsent, wo Nicolas G. Hayek Besucher und Gäste aus der ganzen Welt empfängt.
- 19. Juli:** Auf SAT 1 löst bei einer Versteigerung im TV-Brunch ein Set der Swatch «Victory Ceremony Series» 43'000 DM.
- 19. Juli:** Opening Swatch Store Lausanne, Schweiz: Musée Olympique.
- 26. Juli:** Opening Swatch Store Woodbridge, USA: Woodbridge Center Drive 289.
- 2. Aug.:** Opening Swatch Store Florenz, Italien: Piazza S. Giovanni 22/r.
- 6. Aug.:** Launch der Swatch «Historical Olympic Games» Collection im Isetan, einem der grössten Warenhäuser Tokios.
- 10. Aug.:** Swatch In-Line Beton in Königsee Deutschland – eine Sportart typischer Könnte sie für Swatch nicht sein, eine Verbindung zwischen Sunny Corner und Halfpipe, High Performance in a Bob-Run. Really hot.
- 23./24./25. Aug.:** Swatch International Roller & In-Line Contest in Lausanne mit den grössten Cracks aus der Szene.
- 28. Aug.:** An der CEBIT in München wird mit dem Swatch Cordless Phone State-of-the-art-Telefontechnologie nach paneuropäischem Standard für schnurlose Kommunikation (DECT) den Medien und dem Publikum vorgestellt.
- 30./31. Aug./1. Sept.:** Finale der Swatch Beach Volley Tour in Pescara, Italien.
- 2.-14. Sept.:** smart wird in den Galeries Lafayette in Paris vom Publikum zur grössten Design-Neuheit des Jahres erkoren und mit dem «1996 Grand Prix of Design» ausgezeichnet.
- 7. Sept.:** Opening Swatch Store München, Deutschland: Neuhauserstrasse 49 (provisorisch).
- quelque peu à l'ombre des préparatifs pour les Jeux Olympiques d'Atlanta 1996, mais qui n'en garde pas moins toute sa signification.**
- 17-30 juil.:** Dans le cadre du «Atlanta 1996 Olympic Youth Camp presented by Swatch», 500 jeunes «sportifs» de 145 pays se rencontrent au Berry College, en Géorgie, pour y tenir leurs propres «Olympiades».
- 18 juil.:** Nicolas G. Hayek en personne parcourt un bout de chemin avec la flamme olympique, qui a traversé tous les USA, de Los Angeles à Atlanta.
- 19 juil. – 4 août:** 1996 Atlanta Olympic Games. Pour la première fois, Swatch se présente en qualité de chronométrateur officiel et entre au Centennial Park avec le Pavillon Swatch, où Nicolas G. Hayek accueille des invités venus des quatre coins du globe.
- 19 juil.:** Lors d'une vente aux enchères dans le cadre du TV-Brunch sur SAT 1, un set de la Swatch «Victory Ceremony Series» atteint la somme de 43'000 DM.
- 19 juil.:** Ouverture d'un Swatch Store à Lausanne, en Suisse: Musée Olympique.
- 26 juil.:** Ouverture d'un Swatch Store à Woodbridge, aux USA: Woodbridge Center Drive 289.
- 2 août:** Ouverture d'un Swatch Store à Florence, en Italie: Piazza S. Giovanni 22/r.
- 6 août:** Lancement de la collection Swatch «Historical Olympic Games» au Isetan, l'un des plus grands magasins de Tokyo.
- 10 août:** Swatch In-Line Beton à Königsee, en Allemagne; un sport tout ce qu'il y a de typique pour Swatch, synthèse entre Sunny Corner et Halfpipe, High performance in a Bob-Run. Really hot.
- 23, 24 et 25 août:** Swatch International Roller & In-Line Contest à Lausanne, avec les cracks les plus fameux de la discipline.
- 28 août:** Avec le Swatch Cordless Phone State-of-the-art, une technologie téléphonique selon le standard européen pour la communication sans fil (DECT) est présentée aux médias et au public. Cette présentation a lieu dans le cadre de la CEBIT, à Munich.
- 17-30 lug.:** nel Berry College, in Georgia, in occasione dell'«Atlanta 1996 Olympic Youth Camp presented by Swatch» si riuniscono 500 giovani sportivi provenienti da 145 paesi per celebrare le loro personalissime Olimpiadi.
- 18 lug.:** Nicolas G. Hayek porta per un tratto la fiaccola olimpica, giunta a Los Angeles dopo aver attraversato tutti gli Stati Uniti.
- 19 lug. – 4 ago.:** Giochi olimpici di Atlanta. Swatch è per la prima volta cronometrista ufficiale ed è presente nel Centennial Olympic Park con lo Swatch Pavilion, dove Nicolas G. Hayek riceve visitatori e ospiti da tutto il mondo.
- 19 lug.:** durante un'asta trasmessa nel quadro del programma «TV-Brunch» sul canale televisivo tedesco SAT 1, un set Swatch «Victory Ceremony Series» viene aggiudicato per 43'000 marchi.
- 19 lug.:** apertura dello Swatch Store di Losanna, Svizzera, nel Museo olimpico.
- 26 lug.:** apertura dello Swatch Store di Woodbridge, USA, in Woodbridge Center Drive 289.
- 2 ago.:** apertura dello Swatch Store di Firenze, in Piazza S. Giovanni 22/r.
- 6 ago.:** lancio della collezione Swatch «Historical Olympic Games» all'Isetan, uno dei più famosi grandi magazzini di Tokio.
- 10 ago.:** Swatch In-Line Beton a Königsee, Germania, una disciplina sportiva tipicamente Swatch, un misto tra Sunny Corner, Halfpipe e High Performance in a Bob-Run. Really hot!
- 23-25 ago.:** Swatch International Roller & In-Line Contest a Losanna con la partecipazione dei più grandi campioni di questa entusiasmante disciplina.
- 28 ago.:** alla CEBIT di Monaco di Baviera, lo Swatch Cordless, l'avanguardia tecnologica telefonica ai sensi dello standard paneuropeo per la comunicazione senza filo (DECT) viene presentato al pubblico e ai media.
- 30-31 ago./1° sett.:** finale dello Swatch Beach Volley Tour a Pescara.

- 1996 Sept. 18:** In Hambach, the smart Production Preparation Centre is inaugurated and the international press is given a detailed exposition of the current state of developments.
- Sept. 20:** Opening of Swatch Store at Freehold Raceway Mall, 3710 Route 9, Freehold, USA.
- Sept. 21:** Switzerland Life Snowboard Cup '96 as part of the International City Tour presented by Swatch, starting with the Zurich In-Line. Swatch is main sponsor of the World Boardercross Tour 96/97, which means that it will be once again more involved in snowboarding as a sport.
- Sept. 28:** Yellow Fever: blind dates to mark the launch of the Fall/Winter Collection in Germany.
- Sept. 30:** Swatch Time Cut is put through its paces by Switzerland's official chronometer testing centre (the COSC) and awarded a certificate testifying to its chronometer-standard precision. The chronometer is available in a limited edition of just 1500.
- Oct. 2-10:** The smart is presented to an international fashion industry audience in the Carrousel du Louvre at the ready-to-wear shows.
- Oct. 3:** Opening of Swatch Store at Beurstraverse 136, Rotterdam, Netherlands.
- Oct. 5/6:** Swatch The Club as official partner of the IMAX Film Festival in Luzern, Switzerland. About 800 Club members are present, hoping to get hold of one of the Claude Nicollier-tested "Access to Space" Swatches.
- Oct. 15:** Opening of Swatch Store at Prejiados, Maestro Victoria, Madrid, Spain.
- Oct. 26:** Sölden, Austria: SWATCH assumes its responsibilities as Timekeeper at all FIS Ski World Cup races in the 1996/97 winter season.
- Oct.:** "Peter Gabriel's Adam", the Swatch MusiCall from Peter Gabriel, is launched internationally. It is the counterpart to his CD-ROM, "Eve".
- 18. Sept.:** In Hambach wird das smart Produktions-Vorbereitungs-Zentrum eingeweiht und für die internationale Presse eine Zwischenbilanz über den Stand der Entwicklungsarbeiten am smart erstellt.
- 20. Sept.:** Opening Swatch Store Freehold, USA: Freehold Raceway Mall, 3710 Route 9.
- 21. Sept.:** Switzerland Life Snowboard Cup '96 der International City Tour presented by Swatch: Start am Zürich In-Line. Swatch ist Hauptsponsor der World Boardercross Tour 96/97 und beteiligt sich damit wieder vermehrt am Snowboard Sport.
- 28. Sept.:** Gelbsucht: Blind-Dates zum Launch der Fall/Winter-Collection in Deutschland.
- 30. Sept.:** Swatch Time Cut wird von der Schweizerischen COSC (Contrôle Officiel Suisse des Chronomètres) getestet und mit dem Präzisionszertifikat Chronometer ausgezeichnet. Das Chronometer kommt in einer Auflage von exklusiven 1500 Ex. auf den Markt. Davon kann je ein Ex. auf ausgewählten Crossair-Flügen über Verlosung der Kaufberechtigung erworben werden.
- 2.-10. Okt.:** Der smart wird im Carrousel du Louvre an den Prêt-à-porter Modeschauen dem internationalen Fashion-Publikum vorgestellt.
- 3. Okt.:** Opening Swatch Store Rotterdam, Niederlande: Beurstraverse 136.
- 5./6. Okt.:** Swatch The Club als offizieller Partner der IMAX Filmtage in Luzern, Schweiz. Rund 800 Clubber sind dabei und hoffen auf eine der Claude Nicollier-geprüften Swatch "Access to Space".
- 15. Okt.:** Opening Swatch Store Madrid, Spanien: Prejiados, Maestro Victoria.
- 26. Okt.:** Sölden, Österreich: SWATCH startet als Zeitnehmer für alle FIS Ski-Weltcup-Rennen in die Wintersaison 96/97.
- Okt.:** "Peter Gabriel's Adam", die Swatch MusiCall von Peter Gabriel, wird in die Welt gesetzt. Sie ist das Gegenstück seiner CD-Rom "Eve".
- 30/31 août/1^{er} sept.:** Finale de la tournée Swatch Beach Volley à Pescara, en Italie.
- 2-14 sept.:** Aux Galeries Lafayette à Paris, la smart est élue «meilleur nouveau design de l'année» par le public, et se voit décerner le «1996 Grand Prix of Design».
- 7 sept.:** Ouverture d'un Swatch Store à Munich, en Allemagne: Neuhauserstrasse 49 (provisoire).
- 18 sept.:** Inauguration du centre de préparation à la production smart à Hambach; tandis que la presse internationale prend connaissance d'un bilan intermédiaire sur l'état d'avancement des travaux de développement sur smart.
- 20 sept.:** Ouverture d'un Swatch Store à Freehold, aux USA: Freehold Raceway Mall, 3710 Route 9.
- 21 sept.:** Switzerland Life Snowboard Cup '96 of the International City Tour presented by Swatch: Départ au Zurich In-Line. Swatch est le principal sponsor du World Boardercross Tour 96/97 et revient davantage au snowboard.
- 28 sept.:** La jaunisse ou l'heure en jaune: Rendez-vous surprise pour le lancement de la collection Automne/Hiver en Allemagne.
- 30 sept.:** Swatch Time Cut est testée par le COSC suisse (Contrôle Officiel Suisse des Chronomètres), qui lui décerne le certificat de précision et le titre de chronomètre. Le chronomètre est mis sur le marché dans une édition exclusive de 1500 exemplaires. Sur certains vols Crossair sélectionnés, le chronomètre fait l'objet d'une loterie donnant un droit d'achat à raison d'un exemplaire par vol.
- 2-10 oct.:** La smart est présentée à un public international au Carrousel du Louvre, dans le cadre des présentations de mode du prêt-à-porter.
- 3 oct.:** Ouverture d'un Swatch Store à Rotterdam, aux Pays-Bas: Beurstraverse 136.
- 5/6 oct.:** Swatch The Club est partenaire officiel du Festival du Cinéma IMAX à Lucerne, en Suisse. Quelque 800 membres du Club sont de la partie et espèrent acquérir une «Access to Space», dont un exemplaire a été testé par Claude Nicollier.
- 2-14 sett.:** alle Galeries Lafayette di Parigi, il pubblico designa la «smart» quale più grande novità dell'anno in fatto di design, premiandola con il «1996 Grand Prix of Design».
- 7 sett.:** apertura dello Swatch Store di Monaco di Baviera, Germania, in Neuhauserstrasse 49 (sede provvisoria).
- 18 sett.:** a Hambach viene inaugurato il Centro di produzione e di assemblaggio della «smart» e alla stampa internazionale viene presentato un bilancio intermedio dell'attività.
- 20 sett.:** apertura dello Swatch Store di Freehold, USA, in Freehold Raceway Mall, 3710 Route 9.
- 21 sett.:** Switzerland Life Snowboard Cup '96 nel quadro dell'International City Tour presentato da Swatch: inizio all'In-line di Zurigo. Swatch è lo sponsor principale del World Boardercross Tour 96/97 e si impegna quindi sempre di più a favore dello snowboard.
- 28 sett.:** scoppia la febbre gialla. «Blind date» per il lancio della collezione autunno/inverno in Germania.
- 30 sett.:** lo Swatch Time Cut, prodotto in 1500 esemplari, viene testato dal Contrôle Officiel Suisse des Chronomètres (COSC) e insignito del certificato di cronometro di precisione.
- 2-10 ott.:** durante le sfilate di prêt-à-porter di Parigi, nel Carrousel du Louvre la «smart» viene presentata al pubblico internazionale.
- 3 ott.:** apertura dello Swatch Store di Rotterdam, Paesi Bassi, in Beurstraverse 136.
- 5-6 ott.:** Swatch The Club è il partner ufficiale degli «IMAX Filmtage» di Lucerna, Svizzera, a cui accorrono circa 800 membri del club nella speranza di acquistare uno degli Swatch «Access to Space» come quello collaudato da Claude Nicollier.
- 15 ott.:** apertura dello Swatch Store di Madrid, Spagna, in Prejiados, Maestro Victoria.
- 26 ott.:** a Sölden, in Austria. Swatch dà il via alla stagione 96/97 della Coppa del mondo di sci in veste di cronometrista ufficiale.

1996

Oct.: "Oracolo", designed by Swiss artist Walter Wegmüller, marks the beginning of a new era in Swatch history. From now on, we are turning our attention to spiritual signs – at least on one of the dials – which have their origins in the mythical heritage of the Roma and other nomadic peoples.

Nov. 1: Salzburg: a special Swatch Access gives owners the freedom of cashless payment at restaurants, hotels and concerts – impressive proof of the infinite potential of Swatch Access.

Nov. 22-24: First leg of the World Boardercross Tour 96/97 in Sölden, Austria.

Nov. 27-28: Swatch and UNESCO join forces on RTL to help "Children in Need". Auctions held every hour help raise money for a number of UNESCO projects.

Dec.: Scan O'Vision is presented at the Mega Store on New York's 5th Avenue by Michael Johnson.

Dec.: Opening of Swatch Stores in Venice (Italy), Antwerp and Liège (Belgium).

Dec. 1: Opening of Swatch Store at 7 Backus Avenue, Danbury, USA.

Dec. 21-22: Val d'Isère, France, is the venue for the Swatch Boardercross Tour (SWBX). Four more stages are scheduled between now and April 1997.

Dec.: The name of the Swatch Xmas Special '96 is "Light Tree". And Swatch fans make dazzling objects that hang from Christmas trees for everyone to see.

Okt.: Mit «Oracolo» des Schweizer Künstlers Walter Wegmüller beginnt ein neues Swatch-Zeitalter. Von nun an werden spirituelle Zeichen gesetzt – zumindest auf dem einen Zifferblatt – die den mythischen Überlieferungen der Roma und anderer Nomaden-völker entstammen.

1. Nov.: Access to Salzburg: Mit einer speziellen Swatch Access hat man in Salzburg Zugang zu Restaurants, Hotels und Konzerten. Damit beweist Swatch, was noch alles in der Access steckt.

22.-24. Nov.: Erste Station der World Boardercross Tour 96/97 in Sölden, Österreich.

27./28. Nov.: Swatch hilft Eber RTL mit Unesco den «Kindern in Not». In stündlich stattfindenden Versteigerungen wird Geld für verschiedene Unesco-Projekte gesammelt.

Dez.: Im Mega Store in New York's 5th Avenue wird Scan O'Vision von Michael Johnson präsentiert.

Dez.: Opening Swatch Stores Venedig (Italien), Antwerpen und Liège (Belgien).

1. Dez.: Opening Swatch Store Danbury, USA: Backus Avenue 7.

21./22. Dez.: Val d'Isère, Frankreich ist Austragungsort der Swatch Boardercross Tour (SWBX). Bis April 97 werden weitere vier Stationen folgen.

Dez.: Der Swatch X-mas Special '96 hat den Namen "Light Tree". Die Swatch-Fans machen leuchtende Objekte, die an Weihnachtsbäume hängen.

15 oct.: Ouverture d'un Swatch Store à Madrid, en Espagne: Prejiados, Maestro Victoria.

26 oct.: Sölden en Autriche: SWATCH prend le départ en tant que chronométrateur de toutes les courses de ski FIS de Coupe du Monde de la saison d'hiver 96/97.

Octobre: Naissance de «Peter Gabriel's Adam», la Swatch MusiCall de Peter Gabriel. Elle est le pendant de son CD-Rom «Eve».

Octobre: Une nouvelle ère Swatch s'ouvre avec le modèle «Oracolo», de l'artiste suisse Walter Wegmüller. Le jeu des signes et symboles spirituels sur le cadran nous vient des traditions mythiques des Tsiganes et autres peuples nomades.

1^{er} nov.: Access to Salzburg: Une Swatch Access spéciale donne accès aux restaurants, hôtels et concerts de Salzburg. C'est évident, Swatch et son modèle Access nous réservent encore bien des surprises.

22-24 nov.: Première station du World Boardercross Tour 96/97 à Sölden, en Autriche.

27-28 nov.: Avec l'Unesco et via RTL, Swatch apporte son aide «aux enfants en détresse». D'heure en heure, des ventes aux enchères rapportent des fonds destinés à soutenir divers projets de l'Unesco.

Décembre: Dans le Mega Store de la 5th Avenue à New York, la Scan O'Vision est présentée par Michael Johnson.

Décembre: Ouverture d'un Swatch Store à Venise (Italie), ainsi qu'à Anvers et à Liège (Belgique).

1^{er} déc.: Ouverture d'un Swatch Store à Danbury, aux USA: Backus Avenue 7.

21-22 déc.: Val d'Isère, en France, est le théâtre du Swatch Boardercross Tour (SWBX). D'ici avril 97, quatre nouvelles stations prendront le relai.

Décembre: Le modèle Swatch X-mas Special s'appelle «Light Tree». Les amis de Swatch réalisent des objets lumineux qui viendront décorer des arbres de Noël publics, à la plus grande joie de tous.

Ott.: «Peter Gabriel's Adam», la Swatch MusiCall di Peter Gabriel viene venduto in tutto il mondo. E' il pendant del suo CD-ROM «Eve».

Ott.: con «Oracolo» dell'artista svizzero Walter Wegmüller Swatch entra nel mondo della divinazione. Il quadrante reca infatti dei simboli allegorici tramandati dai Rom e da altri popoli nomadi che comunicano una serie di messaggi e obiettivi.

1^o nov.: grazie a uno speciale Swatch Access, a Salisburgo si può andare al ristorante, in albergo e a concerto senza soldi in tasca. Access: un orologio dalle mille opportunità.

22-24 nov.: prima tappa del World Boardercross Tour 96/97 a Sölden, Austria.

27-28 nov.: su RTL (un canale televisivo di lingua tedesca) Swatch e l'Unesco aiutano l'associazione «Kinder in Not». Nel corso delle aste, che si tengono ogni ora, vengono raccolti fondi a favore di alcuni progetti dell'Unesco.

Dic.: a New York, nel Mega Store della 5th Av., viene presentato lo Scan O'Vision di Michael Johnson.

Dic.: apertura degli Swatch Store di Venezia, Anversa e Liège (Belgio).

1^o dic.: apertura dello Swatch Store di Danbury, USA, in Backus Avenue 7.

21-22 dic.: lo Swatch Boardercross Tour (SWBX) fa tappa a Val d'Isère, in Francia. Fino all'aprile '97, seguiranno altre quattro stazioni sciistiche.

Dic.: lo Swatch X-mas Special '96 si chiama «Light Tree». I membri del Club creano dei personalissimi oggetti luminosi che, per la gioia di tutti, vengono appesi su alberi di Natale collocati in luoghi pubblici.

SWATCH CHRONOLOGY

Headquarter: Swatch SA, Jakob-Stämpflistrasse 94, CH-2504 Biel

Argentina: Dianthus S.A., Santa Fe 1731, Entrepiso, 1060 Buenos Aires

Australia: SMH Australia Ltd., 47, Wellington Street, Windsor VIC3181, P.O. Box 456, Prahran Victoria 3181

Austria: SMH Österreich Vertriebs GmbH, Kuefsteingasse 15, 1140 Wien

Bahrain: Ashrafs, P.O. Box 62, Manama

Belgium: Swatch Belgium, 249, Boulevard Sylvain Dupuis, 1070 Bruxelles

Brazil: SMH do Brazil Ltda., Av. Brigadelro Faria Lima 1664, 15º andar, 01452 São Paulo-SP

Bulgaria: Sahara Trading Ltd., 51, Parvy May Street, 4700 Smolian

Canada: SMH Swiss Watches and Microelectronics (Canada) Ltd., 555 Richmond Street West, Suite 1105, Toronto, Ontario, M5V3B1

Chile: Briones Comercial S.A., Av. Las Americas 585, Casilla 13510, Correo 21, Santiago

China: Sales Link Investment Ltd., 6/F Chung Pont Commercial Bldg., 300 Hennessy Road, Causeway Bay, Hong Kong

Croatia: Dicta D.O.O., Veslarska 3, 51000 Rijeka

Cyprus: Michael P. Michaelides Ltd., 11, Dighenis, Akritas Avenue, Nicosia

Czech Republic: Hibernia Spol. S.R.O., Nadrazni 10, 15000 Praha 5

Denmark: Henning Staehr A/S, Grusbakken 14, 2820 Gentofte

Ecuador: Joyeria Guillermo Vazquez SA, Planta baja del Hotel El Dorado, Apartado postal 4979, Cuenca

Egypt: Datacomp, 6, Dr. Hegazy Street, El Sahafien-Guiza, P.O. Box 2210, Cairo

Estonia: R. M. Fischer Ltd., Lai Street 49-201, EE-0001 Tallinn

Finland: Oy Perikko, Rälssintie 6, Box 40, 00720 Helsinki

France: SMH France, 49, avenue Hoche, 75008 Paris

Germany: SMH Uhren und Mikroelektronik GmbH, Division Swatch Deutschland, Rudolf-Diesel-Strasse 7, 65760 Eschborn

Greece: Aiki Perri S.A., 96, Vas. Sofias Ave., 11528 Athens

Guam: Guam Marketing Corp., Mr. Fabienne Reyes, P.O. Box T, 96910 Agana

Hong Kong: SMH (Hong Kong) Ltd., Swatch Division, 40/F Manulife Tower, 169 Electric Road, North Point Hong Kong

Hungary: KZM Kereskedelmi KFT., Andassy Ut. 18, 1066 Budapest

Indonesia: PT Inti Fashindo International, Plaza GRI, 18th Floor, Jl H R Rasuna Said, Blok X-2 No. 1, 12950 Jakarta

Iran: Pour Djavaherian, Corner of 9th street No. 1, Nasser Blvd (Gisha), 14467 Tehran

Ireland: B.J. Fitzpatrick & Co. Ltd., Grafton House, Ballymoss Road, Sandyford Industrial Estate, Dublin 18

Israel: ROL TIME, 19, Lechi Street, 51200 Bnei Brak

Italy: SMH Italia S.p.A., Centro Direzionale Milanofiori, Strada 7, Palazzo R1, 20089 Rozzano (Mi)

Japan: SMH Japan K.K., Swatch Division, Dai-ni Marutaka Building 9F, 13-8, Ginza 7-chome, 104 Tokyo Chuo-ku

Jordan: Nasouh S. Kayali Sons Co., Shmeisani - Opposite of the Forte Grand Hotel, P.O. Box 630, Amman

Korea: Namsung Corp., C.P.O. Box 2907, RM. 603 Baekang Bldg/666-14 Sinsa-Dong, Kangnam-Ku, Seoul

Kuwait: Jashanmal & Partners, P.O. Box 5138, 13052 Safat

Lebanon: Sindia S.A.R.L., Khalil Fattal & Sons, Sin El Fil, P.O. Box 110773, Beirut; Tamer Frères S.A.R.L., P.O. Box 84, Beirut

Malaysia: SMH Trading (M) Sdn Bhd, 67, Jalan Raja Chulan, 17th Floor, Wisma Goldhill, 50200 Kuala Lumpur

Malta: Time International Company Ltd., Time Buildings, 254 St. Paul's Street, Valletta

Mexico: La Locura Suiza S.A. de C.V., Av. Ejército Nacional 499 - 1º piso, Col. Granada, 11520 Mexico D.F.

Morocco: K.T.L.C., 7, Rue Asilah/Appt. N° 5, Quartier Bourgogne, 21100 Casablanca

Netherlands: Ed Maassen C.V., Postbus 1250, Lage Barakken 45, 6221 CH Maastricht

New Zealand: Olympic Swiss Ltd., 3, Olive Road, P.O. Box 12-346, Penrose, Auckland

Norway: A. Hausammann A/S, Stalfjaera 26, Kalbakken, P.O. Box 143, 0902 Oslo 9

Oman: Khimji Ramdas, P.O. Box 19, Muscat

Rep. de Panama: Swiss Sport Corp., Zona Libre de Colon, P.O. Box 4201, Colon

Paraguay: American Trading 2000, Avenida General Bernardino, Caballero N° 178, P.O. Box 2158, Asunción

Philippines: Gift Gate Inc., Gift Gate Building, Greenhills Shopping Center, 1502 San Juan, Metro Manila

Poland: Baltic Company Ltd., ul. Postepu 18, 02-676 Warsaw

Portugal: Tempus Internacional Lda, Av. Infante D. Henrique, Lote 1679 R/c/L/J, 1900 Lisboa

Romania: TOP Holding S.A., 66B, Iancu de Hunedoara Blvd., SC.B, 8th floor, Ap. 58, 71214 Bucarest 1

Russia: ALMA Ltd., 4th Floor, 22 Myastnitskaya st., 101000 Moscow

Saudi Arabia: Al Zouman General Trading, P.O. Box 2069, 21451 Jeddah

Singapore: SMH South East Asia (Singapore) PTE Ltd., 250, North Bridge Road, 15-01/02 Raffles City Tower, 179101 Singapore

Slovenija: WGT TRGOVINA d.o.o., KOTNIKOVA 28/7, 1000 Ljubljana

South Africa: Goodman Bros (PTY) Ltd., 2028 Doornfontein, P.O. Box 17002, 2000 Johannesburg

Spain: SMH España S.A., Avda. Aragon 334, Poligono de las Mercedes, 28022 Madrid

Sweden: SMH Sweden A.B., Swatch Division, Årstaängswägen 1B, Box 47325, 10074 Stockholm

Switzerland: Swatch AG, Jakob-Stämpflistrasse 94, 2504 Biel

Syria: Nabila Co., P.O. Box 165, Damascus

Taiwan ROC: SMH (Asia) Inc., Taiwan Branch, 9/F, No. 200, Section 3 Nanking East Road, Taipei

Thailand: C. Thong Panich, 447-451 Jawaraj Road, 10100 Bangkok

Tunesia: B.O.B.A. S.A.R.L., 45, av. Bourguiba, 1001 Tunis

Turkey: Ergsan Oerme Sanayi Ve Ticaret, Hacimansur Sokak, Konak apt. 1/1, Nisantasi 80200, Istanbul

U.A.E.: Blue Sky Establishment, P.O. Box 3406, Abu Dhabi

U.K.: Swatch U.K., Omega House, 112 Southampton Road, Eastleigh, Hampshire, SO505 PB

Uruguay: Sira S.A., Ciudadela 1430, Montevideo

U.S.A.: Swatch Watch U.S.A., 1200 Harbor Boulevard, 7th Floor, 07087 Weehawken, NJ

Venezuela: Swiss Watch Corporation, Torre Humboldt, 12 Floor, Office N° 1207, Urbanización Prados del Este, B.P. N° 984, Caracas 1010

Vietnam: Dong Nam Associates Ltd., Lyndhurst Tower, RM 504, 1 Lyndhurst Terrace, Central, Hong Kong

Yugoslavia: Agrocom Ltd., Import/Export, Ivana Milutinovica 84, 11000 Beograd

Swatch life

Highlights



- 1983 First Swatch astonishes the world.
- 1984 **1 millionth Swatch is produced.**
- 1985 First Swatch Art Special by Kiki Picasso. ①
- 1986 POP Swatch is launched.
- 4 Art Specials by Keith Haring.
- 1987 Swatch introduces «Bergstrüssli», the first Christmas special. ②
- 1988 6 Puff Special ③ created to celebrate the fifth Anniversary of Swatch.
- 50 million* Swatch is produced!**
- 1989 Swatch Twinphone connects people together.
- 1990 Swatch Chrono stops time. | Scuba 200 goes diving. Swatch Collectors of Swatch Club ④ is founded... becomes «Swatch The Club» in 1996
- 1991 Swatch Automatic reviews the mechanical watch. | Swatch the Beep pager sounds off. | Art Special «Swatchables» by Alfred Hofkurnst. ⑤
- 1992 **100 million* Swatch!** | Swatch Stop Watch races into the world.
- 1993 Ten years, and better than ever Swatch Musical sings for the first time. | Art Special «Crb» by Vivienne Westwood
- 1994 Swatch Irony kicks off the modern Iron age.
- 1995 Swatch Solar captures the power of the sun. | Swatch Irony Chrono splits time. | Swatch Irony Scuba ventures the underworld. | Swatch Access greets the ski slopes of the world.

Highlights

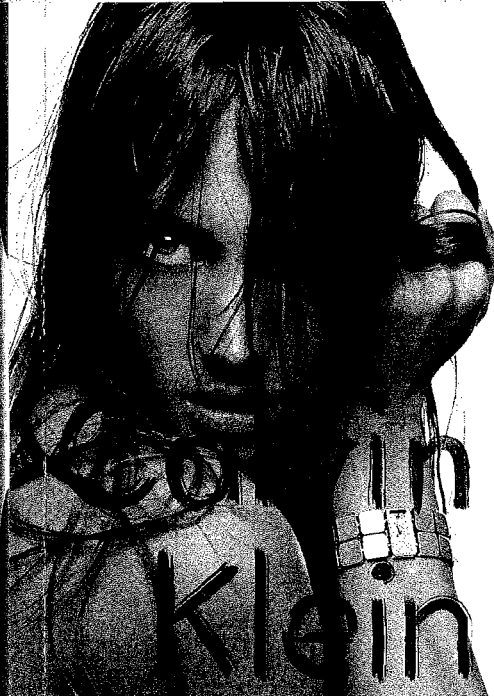
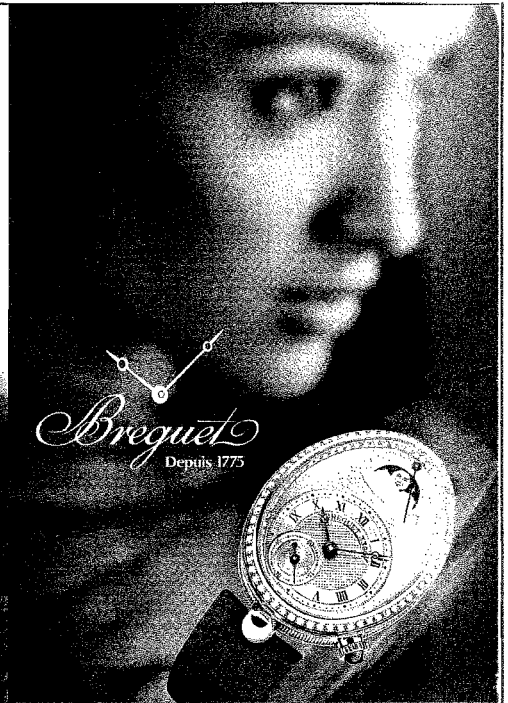
- 1996 Official timekeeper of the Summer Olympic Games, Atlanta.
- 200 million* Swatch!**
- 1997 Swatch Skin... the thinnest plastic Swatch ever @ 3.9mm.
- 1998 Fifteen years young and still breaking records Swatch Irony Scuba 200 dives deeper.
- Swatch .beat sets the Internet Time for a new generation. ⑥
- 1999 **250 million* Swatch!**
- 2000 Official timekeeper of the Summer Olympic Games, Sydney.
- Opening of the Swatch Vendôme Boutique Place Vendôme, Paris, France.
- «Don't Be Too Square» The shape will change, but the spirit will always stay.
- 2001 Skin Chrono... the thinnest plastic Swatch Chrono ever @ 6,6 mm ⑦
- 2002 **300 million* Swatch is produced!**
- X-Large... 30% more Swatch.
- Diaphane, the first transparent Irony. Swatch shows its «Turnover» and then launch Nabab.
- The 27th Canton a state of mind.
- Opening of the Swatch Via della Spiga, Milan, Italy
- 2003 Special Phil Collins Swatch supports the Little Dream Foundation
- 2004 Official timekeeper of the Summer Olympic Games, Athens.
- Swatch Touch and Swatch Fun Scuba are launched. ⑧

Swatch life



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successful advertising campaign organized to coincide with the latest James Bond film – Die Another Day. The Seamaster model, designed specially for the event and which has already been sold out since, was launched at a national gala evening preview bringing together more than 5000 prestigious guests among whom the actors Rick June and Emilio Echeverria were present. Fifteen other evenings were organized for the occasion at various other locations, as were media campaigns run on television as well as in magazines and newspapers.

LONGINES reorganized its distribution network in order to concentrate once more on its main clients, as well as on the brand's ambassadors. The brand, which is the leader in its market segment, reinforced consumer awareness by modernizing its visual merchandizing and by adopting complete collection presentations in stores. Longines celebrated the Elegance is an attitude slogan at national level by organizing various events, such as the launching of its **oposition Square** models in the very trendy Palmas 500 restaurant. The brand also sponsored and participated in sumptuous equestrian events in Avandaro and Monterrey, as well as at the finals of the Polo Trophy Championships. At the end of the year, the brand had the pleasure of awarding the Longines Prize of Elegance to the renowned journalist and writer, Gaby Vargas.

RADO consolidated its sales figures and reaped the first benefits of its repositioning strategy initiated in 2001. The brand concentrated its efforts in launching the eSenza, which was presented to the press, to the profession and to the general public amidst very special living sculptures at Tamayo Modern Art Museum. Thanks to the latest technologies, Rado Mexico was also able to integrate its own webpage into the parent rado.com webpage and edited the first edition of Rado Insight Mexico.

TISSOT benefited from excellent sales of its T-Touch model thanks to the expansion of its distribution network. For the first time ever, the launching of a Tissot watch – the T-Touch – was associated with a special event, namely an evening organized in a comfortable salon and hosted by none other than the famous Eugenio Derbez.

CK CALVIN KLEIN WATCHES reinforced its position in the fashion segment by joining forces with the big names in the business, thus benefiting from the synergies offered by their associated brands. The brand co-sponsored various events, such as the Loft Magazine anniversary evening held at the Mexico Hippodrome, and the Mexico's Achieving Women ceremony dedicated to recompensing talented women.

MIDO conserved its place as leader in its market segment and reinforced its position by launching the new All Dial line, as well as the new Commander models. During the year, for the first time in its history, Mido launched a national advertising poster campaign. The brand also made use of the 2002 Mexico Carting competition for presenting its products to the 170 000 spectators attending the race.

SWATCH GROUP USA

SWATCH encountered tremendous success in 2002 thanks to the launching of the brand's James Bond collection. Swatch Skin also played its part in turning up as official timekeeper at the annual Beverly Hills Tribute to Style gala during which more than a hundred celebrities wore multicolored Skin models. The highlight of the gala came however when the Swatch 007 attaché case was auctioned by Verne Troyer in favor of a charity cause and bought by Austin Powers. Swatch finished the year by transforming its leading New York City store into a winter wonderland for the official launching of Swatch Bijoux. In the retail sales sector, the brand's online store was successfully integrated into the retailers' group where it generated extraordinary sales.

BREGUET launched a targeted advertising campaign in leading US media in which those American journalists who were able to meet Nicolas G. Hayek during the 200th anniversary celebrations of the Tourbillon staged at Versailles near Paris could share their emotion with their public.

BLANCPAIN was backed up by its new advertising campaign featuring Francis Ford Coppola and showed constant growth since the brand's arrival in the US market.

OMEGA consolidated its position thanks to a series of very noticeable events among which the brand functioned as official timekeeper at the Professional and Senior Golf Association Tours. Throughout the tours, on and surrounding the greens the brand placed Omega clocks, visible to more than a million spectators. The high point of the year was reached in the successful launching of the James Bond 007 Seamaster in Time Square, New York City, during which frenzy broke out when Omega's ambassador Pierce Brosnan, alias James Bond appeared amidst the Bond films vehicle exhibition to announce the prizewinner of an event competition. The event was relayed throughout the country via the media, thus enhancing public awareness of the brand.

LONGINES celebrated an exceptional year whose highpoint was the gala held to commemorate the brand's 170th anniversary as well as the foundation, along with other partners, of the Audrey Hepburn Los Angeles Children's Fund. At this celebrity filled event, the biggest ever chalk-portrait of Audry Hepburn was sketched on Hollywood Boulevard's road surface, thereby capturing the attention of the national and international press.

RADO found itself in the limelight during the launching of the brand's carpe diem model, thus reinforcing its image described by specialized horology and visual arts editors as an innovative and avant-garde design brand. The brand's sponsoring activities, its presence as official timekeeper on the tennis tournaments circuit, the widespread press coverage during the brand's ambassador Lisa Ray's appearance at the Moonlight Jaws in New York maintained Rado in its leading position.

TISSOT made a noticeable reappearance on the American market thanks to improved distribution in the brand's retail



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Day. The brand's widespread acclaim by the press and consumers alike and was presented in numerous reviews, such as Cigar Aficionado and Wired Magazine. Apparently, in 2002 Tissot watches enjoyed the widest media coverage in the country.

CK CALVIN KLEIN WATCHES concentrated its efforts in developing key-counter and independent retailer partnerships. cK sales increased significantly in the Caribbean – a market offering many new opportunities. The brand's new cheerful and sexy advertising campaign featuring Jessica and Travis was highly appreciated by the media and consumers alike, and furthermore led to an increase in sales due to the first-ever offer of the collection at the Calvin Klein Boutique on Madison Avenue in New York.

HAMILTON enjoyed very high visibility during 2000 thanks to the release of Men in Black II (MIIB). The film, which boosted Hamilton's public relations and had a wide impact on sales, consolidated the brand's presence not only in Hollywood but also throughout the market where the limited-edition MIIB Chrono and MIIB Digital, as seen in leading roles on screen, also played their part in the enviable sales figures realized at points of sale. The brand will be on screen again during a special Hamilton advert featuring the two watches to be released in MIIB, and to be included in the ten million DVD copies to be made of the film.

SWATCH GROUP AUSTRALIA

SWATCH continued developing its business during the year and realigned its distribution network. Moving at the same pace as in previous years, the brand pulled in the young generation thanks to its dynamic promotion activities and advertising campaigns. The Globe World Cup Skateboard Titles figured among the brand's successes, as did the Australian round of the World Skateboard Championships. Swatch points of sale were well appreciated by end-users, and in the future, the opening of two kiosks and a shop during the first half of 2003 should further contribute to reinforcing sales.

BREGUET was successfully integrated into Swatch Group Australia in July and has since then concentrated on reinforcing its distribution base by improving its visibility and customer services.

OMEGA continued dominating the local market's luxury watch segment thanks to its strong commitment as official partner in the Melbourne Fashion Festival. The brand also launched a new advertising campaign starring the prodigious swimmer, Ian Thorpe and his Aqua Terra, while the very visible James Bond Seamaster campaign also met with widespread acclaim. Numerous shops-in-shops were also implanted in strategic locations and an Omega Boutique was inaugurated in Auckland (NZL) in preparation for the 2003 America's Cup at which Omega is official timekeeper.

LONGINES enjoyed an excellent year marked by extraordinary growth, and remained the market leader in its price segment thanks to the launching of the DolceVita line. The widespread Excellence is an Attitude advertising campaign met with a favorable response, while the sponsoring of the Spring Horse Racing Carnival – the number one Australian equestrian event – propelled the brand into the luxury watches segment.

RADO consolidated its position. As sponsor of various tennis tournaments, such as the Australian Open Grand Slam, the brand enjoyed good visibility among the public and television spectators alike. The year's highlight was undoubtedly the launching of the Sintra Gold and the Coupole, both of which proved to be real door openers for the brand. The additional consolidation of the distribution network achieved by installing shops-in-shops at main retailers also contributed in consolidating Rado's success.

TISSOT kept to its path on the road to success seeing medium-range consumers won over by the brand's models. Tissot enjoyed excellent visibility at the Australian Motorcycling Grand Prix held at Phillip Island Raceway where it operated as official timekeeper. Finally, the tangible expansion of the brand's distribution network resulted in its presence spreading throughout the country.

CK CALVIN KLEIN WATCHES enjoyed significant growth in 2002 thanks to the brand's omnipresence as much in main stores as in national jewelry retail chains. Enhanced presence in fashion shops and promotions in conjunction with cK perfumes also contributed to the brand's success.

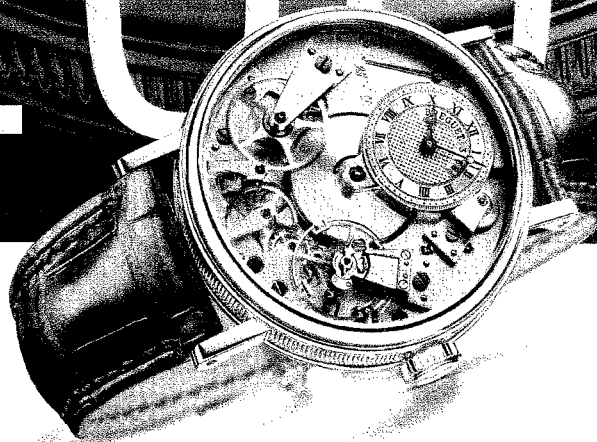
FLIK FLAK pursued its launching of new products at regular intervals on the Australian market. The brand enjoyed sustained growth in sales thanks to its new advertising message as well as the further expansion of its distribution network in big stores.

OMEGA ELECTRONICS was successful in winning two important contracts for installing display screens at the Australian Institute of Sport in Canberra and the Challenge Stadium in Perth.



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SWATCH GROUP

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SWATCH GROUP CANADA

During 2005, Swatch Group Canada met the objectives it set itself, strengthening its position in the market. It has been focusing all its efforts on developing a quality distribution network, expanding the retail stores belonging to the Group, and improving the image and the presentation of brands on retail premises. Regarding public relations, the new product launches for various brands were a success with customers and the media alike. A sporting event of international status also attracted everyone's attention to one of the Group's brands: Omega was official timekeeper at the World Swimming Championships, which were held in Montreal.

In June 2005, Swatch Group Canada joined in congratulating a Montreal retailer on the occasion of the reopening of his point of sale, which is situated on rue Sainte Catherine [37] in the main shopping district in the lower town. The success of this partnership operation confirmed to Swatch Group Canada the soundness of its reorganization. The Canadian subsidiary is therefore proud to be present in this newly renovated point of sale with the Swatch, Tissot, Longines, Rado, Hamilton, Flik Flak and ck watch & jewelry brands and their respective shop-in-shops. Quebec's most important media – television, radio and press – reported the awarding of the Tissot Precious Flower watch to Quebec television personality Annie Pelletier, who is also an Olympic bronze diving medalist. They also covered the launch of the Hamilton X-Wind model, and widely commented on the award made by the brand to Captain Robert Piché, the heroic pilot who saved the lives of over 350 people by making an emergency landing of his Airbus 330 at Lajes airport in the Azores, having flown the plane for around twenty minutes after both engines shut down.

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SWATCH GROUP UNITED STATES

The US market rapidly demonstrated a pronounced passion for timepieces of quality, not to say of tradition, as is shown by its top ranking in the list of countries to which Swiss watches are exported, according to the Federation of the Swiss Watch Industry. While sales results for all the Group's brands increased exponentially in 2005, Swatch Group United States continued to focus its efforts on distribution. Concentrating on a more exclusive circle of retailers and consolidating the current distribution network has invigorated not only the image but also the presence of all the Group's brands across the entire country.

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This in-depth work on the retail trade and its environment, the quality of the services offered, and the presentation of products is reflected in the very significant penetration of all the brands in the retail trade. Swatch opened five stores [38]; Breguet has ten new points of sale and three shop-in-shops; Blancpain has eight new points of sale, and Glashütte Original has six. Jaquet Droz also expanded its highly targeted network of distributors and all the other brands took particular care in the presentation of products at their distributors and authorized retailers. Omega continued its policy of selective and exclusive distribution. It took every opportunity to promote a solid and consistent brand image, and intensified its strategy of positioning itself even more strongly in the luxury segment. This has resulted in a reduction in the number of small retailers. Results at the end of 2005 overwhelmingly confirmed that this was the right approach. In addition to numerous new product launches, including those of the Seamaster Planet Ocean and the DeVille Chocolat for ladies, the brand made its mark by acquiring, after a hard-fought struggle at auction, the watch worn by the late John Fitzgerald Kennedy on the day of his investiture as President of the United States in 1960 [39].

Other events marked the seasons of 2005, including the New York reception of the Omega ambassador Ellen MacArthur [40]; that of the new Longines Ambassador of Elegance, actor and musician Harry Connick, Jr. [41]; and the introduction of the first woman to become a Tissot ambassador, the Indy® car driver Danica Patrick [42]. The partnership between Rado and the Susan G. Komen Breast Cancer Foundation benefited from an amazing following among the public, who were touched by the brand's commitment to breast cancer sufferers. Last but not least, Hamilton celebrated its alliance with the cinema by presenting the Hamilton Timeless Style Awards [43] in Hollywood for the third consecutive year, in the presence notably of Mimi Rogers and Dakota Fanning.

SWATCH GROUP MEXICO

Despite the prevailing instability of this pre-election year, all Swatch Group Mexico's brands have clearly been able to reassert their leadership positions, showing good performances. This result is also due to the strengthening of the brands' profile on the market. Omega, Longines, Mido, Tissot, ck watch & jewelry and Swatch opened new corners in more than fifteen shopping centers, and Swatch inaugurated three new stores.

Among the year's highlights, it is worth noting the launch, by Mido, of the extremely characteristic Michel Jourdain Jr. Collection, dedicated to the former CART driver who now drives on the NASCAR circuit. The Swatch FIVB beach volleyball world tournament match on Acapulco beach will continue to be an unforgettable moment for the participants, as will the authoritative conference on the past, present and future of the tourbillon, held by Emmanuel Breguet at the Maison de France in Mexico City. But the key event for Swatch Group Mexico was indisputably the opening of the very first Omega boutique [44] on Masaryk Avenue, in the heart of the Polanco district of Mexico City. The Omega ambassador Anna Kournikova introduced the brand's new timepieces and jewelry, wearing creations by the two young stylists Ivonne Cohen and Carlo de Michelis, before presiding over an auction of her Omega DeVille Chocolat watch in aid of UNICEF and child victims of the hurricane that devastated the state of Chiapas.

